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DECEMBER 1, 1933

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WTAM	CLEVELAND
WMAQ	CHICAGO
WENR	CHICAGO
KOA	DENVER
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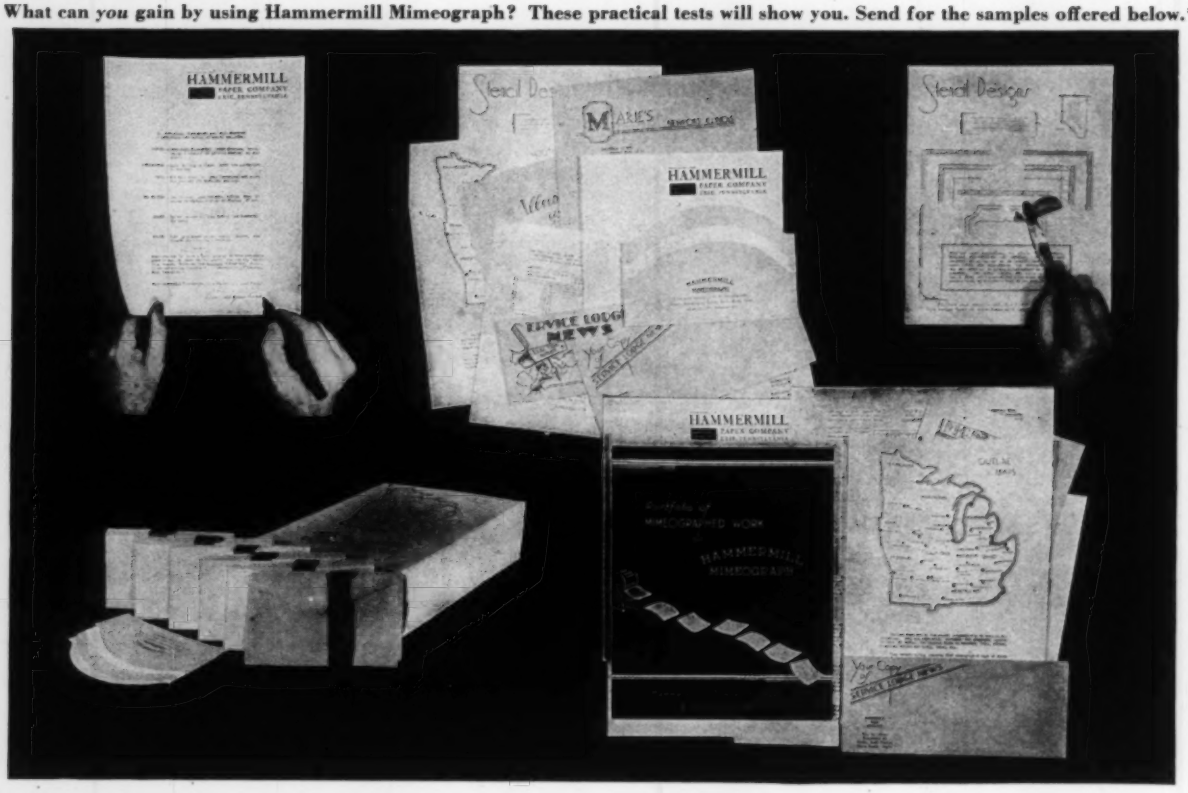

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Modification of Drugs Bill Held Certain

By SOL TAISHOFF

Opposition to Present Tugwell Proposal Growing Steadily; Rival Factions Line Up for Hearings Starting Dec. 7

IF NEW legislation restricting the sale and advertising of package foods, drugs and cosmetics is enacted at the forthcoming session of Congress, it will be far less stringent than the proposed Tugwell Bill drafted by the Department of Agriculture with the administration's endorsement.

Opposition to the measure, now pending in both houses of Congress, has reached such proportions as to make it evident that the measure cannot win Congressional approval without drastic revision. In the opinion of seasoned legislators, the measure has about a 50-50 chance of passage, despite the tacit endorsement given it by the administration. That some sort of legislation along the lines of the Tugwell bill to outlaw products proved as positively harmful will be enacted is considered likely.

Radio's Stake Large

RADIO'S stake in the legislation, like that of other advertising media, is great. Haphazard legislation which would have the effect of destroying manufacturers and distributors in these fields naturally would wreak terrific hardships on the business of broadcasting, including advertisers, agencies and stations. Roughly, it is estimated that substantially more than one-third of radio's aggregate revenue is derived from food, drug and cosmetic advertisers.

Last year, according to estimates, about $25,000,000 was spent by the three industries in the purchase of radio time. Opponents of the Tugwell bill in these commodity fields contend that virtually all of this would be snuffed out through enactment of the measure in its present form. Prof. Rexford Guy Tugwell, Assistant Secretary of Agriculture and author of the measure, however, asserts that the legislation simply would eliminate the "chiselers" and that reputable concerns, which he estimates at between 80 and 90 per cent of those now in business would be benefitted and could immediately undertake larger scale advertising.

2,000,000 Jobs Threatened

AN ESTIMATE by the New York Board of Trade holds that if the Tugwell bill is enacted in its present form the jobs of nearly 2,000,000 workers would be jeopardized. The total value of products involved was said to amount to more than $17,000,000,000. About 53 per cent of all of the wholesale and retail drug trade would be seriously affected, it is said, with dozens of manufacturing plants and hundreds of stores forced to close.

Hearings on the Tugwell bill, which the administration apparently prefers to have called the Copeland bill, are scheduled to begin Dec. 7 before a subcommitttee of the Senate Commerce Committee. The subcommittee consists of Senators Copeland (D.), New York, chairman; Caraway (D.), Arkansas, and McNary (R.), Oregon. The hearings will be held in the Commerce Committee room in the Senate office building and will continue, under present plans, until completed.

While plans for taking testimony have not yet been definitely arranged, it is known that the committee has received some 250 or 300 requests from interested parties for opportunity to be heard. Dr. Tugwell himself is expected to be the first witness. W. G. Campbell, chief of the Food and Drug Administration, will be the government's principal witness, flanked by his associates in the department.

NAB Will Oppose Bill

A VERITABLE army of manufacturers, distributors, advertisers, advertising agencies and representatives of advertising media has indicated a desire to appear in opposition to the measure. The NAB, in behalf of the broadcasting industry, will formally request an opportunity to be heard in line with the resolution adopted at the annual convention in October, putting the industry on record as opposed to the pending measure "unless on the basis of many and far-reaching changes therein."

Uncertainty exists as to the hearing procedure to be pursued in the House. Introduced by Rep. Sirovich (D.), New York, the measure was referred to the House Interstate Commerce Committee. Members of the committee, presumably on advice of legislative authorities, expressed the belief that the bill logically belongs to the House Agriculture Committee and indicated that it might be rereferred after Congress convenes Jan. 3. Members of the Agriculture Committee, however, stated rather definitely that they will have nothing to do with the legislation.

This reporter's inquiries led him to the conclusion that the bill is re-

Food Industries Critique of Tugwell Bill . . .

By LAURENCE V. BURTON
Editor, FOOD INDUSTRIES

OPPOSITION from food manufacturers, distributing and supply groups, to the drastic provisions of the Tugwell bill is growing at a rate comparable to the growth of a snowball rolling downhill.

With something of the air of injured innocence, the proponents of the bill express great surprise that so much hostility should develop toward a measure that everyone, save the knaves of business, regards as having a very worthy objective. Why should this opposition develop?

Well, somebody let the cat out of the bag on Nov. 3, 1933, when the American Institute of New York held a symposium on the Copeland-Tugwell bill (S. 1944), which is designed to revise so radically the Food and Drugs Act of 1906. Prof. David S. Cavers told one tale at that symposium, while the Food and Drug Administration now tells another. In substance, Prof. Cavers stated publicly that the ultimate intention of this drastic legislation is to put an end to self-medication and expressed a doubt, on behalf of the co-authors of the bill, that this new prohibition could be finally effected before 1950 lest there not be a sufficient number of doctors available before that year to satisfy the predicted future demand.

Foresees "Socialized Medicine"

THIS IS NOT exactly in line with the statement of policy which has been heard expressed at the headquarters of the Food and Drug Administration in Washington, which disclaims such an intent. However, in rendering judgment, the following facts must be kept in mind. Prof. Cavers actually participated in drafting the bill, and he is also a close personal friend of Prof. R. G. Tugwell, who is noted for his desire to centralize the control of most things pertaining to our lives into the government in Washington. Among thoughtful persons, centralized control is the diametric opposite of decentralized control, also called "capitalism." Hence we may infer that back of this proposed measure is a dream of socialized medicine supported by a vigorous personality, for no one can accuse Prof. Tugwell of lacking in energy.

Another cat was let out of the bag when Professor Cavers was introduced to the writer at the speaker's table at a banquet preceding the symposium. He began the conversation pleasantly by remarking as nearly as he can be recalled: "It is a strange thing that we are here tonight to discuss a *bill*. If our plans had carried out as intended, we would be here to discuss a *law*." The Food and Drug Administration again disclaims any intention, such as was disclosed here, but when those "on the inside" know that this bill was actually submitted to the White House for the President's approval to jam it through Congress as emergency legislation, they marvel at the modern miracle which saved the situation and brought about its consideration by Congress as a piece of ordinary non-emergency legislation. From this it appears that the co-authors' version of the affair is the more credible.

Food Industries' Objections

IT IS ON ACCOUNT of the policy displayed here and the general "selling campaign" being conducted throughout the country by the government, that all interested industries have given this measure unusually close scrutiny to ascertain, if possible, what provisions are proposed in S. 1944 that were scheduled to be forced upon a large variety of industries without a single chance to remonstrate or raise a voice of protest.

Even the food industries, which have less to fear than any others from the drastic regulations pro-

(*Continued on page* 38)

garded as a "hot potato" in the House, fraught with such controversy that the chairmen of the various committees which might be involved would prefer not to assume the responsibility. In any event, it appears that nothing will be done in the House until Congress convenes, and that hearings probably will not be held until the Senate subcommittee completes its inquiry.

Joint Hearings Rumored

ONE REPORT was that joint hearings of House and Senate committees probably would be undertaken because of the transcendent importance of the measure. That procedure is rather unsual, and the report could not be verified.

Rep. Sirovich has introduced a measure of his own (H. R. 6118) upon which he hopes to have hearings before the Patents Committee, of which he is chairman. This measure, far less comprehensive than the Tugwell bill, provides that patent medicines and cosmetics carry trade-marks bearing the approval of the Food and Drug Administration, both as to formula and trade-mark. So far as is known, the measure does not have the Agriculture Department's approval, and is not considered a substitute for the Tugwell bill.

Meanwhile, forces in opposition to the Tugwell bill have been aroused to the point of organizing a united campaign against the measure to offset what they view as the government's propaganda in its favor. They have adopted as their theme, it seems, the line that the Tugwell bill is another "prohibition folly" which would be seized upon by racketeers and charlatans for their own aggrandizement, while reputable manufacturers, druggists and advertisers would be legislated out of business. Foremost in this attack is the Proprietary Association, representative of medicine manufacturers, which has drawn the battle line as one between the druggists, wholesale and retail on the one hand and the physicians and their medical associations on the other.

ANA Action Kept Secret

PERHAPS the strongest of the many trade associations which will come into the Tugwell bill fight—the Association of National Advertisers—failed to take formal action by resolution against the measure at its annual convention in Washington Nov. 13, 14 and 15. Anti-Tugwell bill talk, however, permeated the meetings, and it is understood that a definite stand in opposition to the measure as now drawn was taken behind closed doors.

It was apparent that inability of the various commodity groups identified with ANA to agree upon a mutually satisfactory stand was responsible for the failure to adopt a resolution, as other interested trade associations have done. For example, food manufacturers were represented as being unwilling to place themselves on equal footing with medicine and cosmetic manufacturers at whom the Tugwell bill is most directly aimed.

Rep. Sirovich, who was an impromptu speaker before the ANA after he had received word that the Tugwell bill and other government trends in advertising were being attacked, assured the delegates that they would be given ample opportunity to present their views to Congressional committees before action is taken. He asserted, as did several other government speakers, that the administration is cognizant of the good that can come from advertising in the recovery drive, and that any proposed legislation that might prove detrimental to legitimate advertisers would not be approved if adequate showing is made.

"What we want to do," Dr. Sirovich said, "is to eliminate a very small percentage of the total volume of advertising which is poisoning consumers' minds against all advertising. But rest assured that we will do nothing unless it meets with the approval of a majority of the members of this association."

At an executive session at which the Tugwell bill was discussed, it is understood that Bernard Lichtenberg, chairman of the ANA legislative committee, discussed the Tugwell bill from all angles. It

(*Continued on page 36*)

ALL PLAY AND NO WORK—This was the theme of the fourth International Radio Club convention at St. Petersburg, Fla. the week of Nov. 12. Here is a group snapped at the barbecue. Standing, left to right: Harry Stone, WSM; Pat Padgett and Pick Malone, Show Boat's "Molasses and January"; Morris Thompson, WCKY; Bob Brilmayer, Haydn Evans Agency, Cincinnati; Ralph Kirberry, NBC's "Dream Singer" and Elmer H. Dressman, WCKY. Seated: Stanley Northcott, WBCM, and Carl Fritz, WSUN, St. Petersburg host station.

ATTENDED by 125 broadcasters, radio artists and others identified with radio, the fourth International radio party of the International Radio Club adjourned at St. Petersburg, Fla., Nov. 15, after a three-day whirlwind session. Less than an hour, it is reported, was given to club business, with the balance of the convention devoted to festivities.

Feted by chambers of commerce and the radio stations of Florida, the visiting delegates also were addressed by Governor David Sholtz of Florida Nov. 14. Entertainment was provided by a number of network stars as well as artists of the local stations. A half hour program originating at WFLA-WSUN, Clearwater-St. Petersburg, was broadcast over a nationwide NBC network at midnight Nov. 14 in the nature of a salute from the club to NBC's Radio City opening.

The convention was the fourth of the club which has taken place in Florida. The previous sessions were at Miami. Carl Fritz, director-announcer of WSUN, St. Petersburg, handled arrangements. The club, according to its unwritten constitution, has no set policy, no creed and no by-laws.

"It is merely a get-together, by invitation, of radio men whose interests are one and who, by their association with each other, develop good will and a better understanding between communities," according to Mr. Fritz. "In the four years it has grown from 15 or 20 members to approximately 200. About 125 of them were present at this meeting.

Officers of the club are Jack Rice, Miami, president; Mr. Fritz, F. C. Sowell, Jr., WLAC, Nashville, and E. K. Cargill, WMAZ, Macon, Ga., vice presidents; Lambdin Kay, WSB, Atlanta, national counselor; Jesse H. Jay, WIOD, Miami, international counselor; Peggy Tooke, Miami, secretary, and Roger E. Davis, Miami, legal advisor.

Among the radio notables in attendance were:

Benjamin Adler, RCA Victor Co., Atlanta; Campbell Arnoux, KTHS, Hot Springs, Ark.; I. R. Baker, RCA Victor Co., Camden, N. J.; Robert C. Brilmayer, WCKY, Cincinnati; Juan A. Calvo, Colombian Consul at Miami; Mr. and Mrs. E. K. Cargill, WMAZ, Macon, Ga.; Robert E. Clark, Loomis & Hall Adv. Agency, Miami; Hon. Conrado Dominguez, Cuban Consul at Miami; Elmer Dressman, WCKY, Cincinnati; Miss Aurora Gran, WIOD, Miami; J. Walter Girard, WBCM, Bay City, Mich.; Don Henshaw, WIOD, Miami; Mr. and Mrs. W. Hailey, WSM, Nashville, Tenn.; Jesse Jay, WIOD, Miami; Miss Alma Kitchell, NBC, New York; Mr. and Mrs. Lambdin Kay, WSB, Atlanta; Ralph Kirberry, NBC, New York; C. M. Jansky, consulting engineer, Washington; Mr. and Mrs. Frank Lane, WDOD, Chattanooga, Tenn.; "Pick" Malone, NBC, New York; Mr. and Mrs. Peter MacArthur, WOC-WHO, Des Moines; Stanley F. Northcott, WBCM, Bay City, Mich.; Pat Padgett, NBC, New York; Miss Aline Sholes, WFAA, Dallas; Mr. and Mrs. Harry Stone, WSM, Nashville; F. C. Sowell, Jr., WLAC, Nashville; H. W. Slavick, WMC, Memphis, Tenn.; Maurice Thompson, WCKY, Cincinnati; Lawrence Emmett Wallace, WRUF, Gainesville, Fla.

NBC to Readjust Rates Paid Outlets

Network is Host to Affiliates At Radio City Offices

A PLAN for readjusting the rates now paid affiliated stations for commercial programs is being evolved by NBC and will become operative in about three months, a score of NBC affiliated station representatives were told at a meeting in New York with network officials Nov. 16.

While details of the plan were not divulged, Col. Richard C. Patterson, Jr., NBC executive vice president, informed the broadcasters present that intensive study has been given to the proposal for the last six months. As a nucleus, he explained, technical coverage surveys of all NBC affiliates were undertaken and now are in their final stages. He estimated that another three months would be required to analyse and collate this data.

Visiting broadcasters were shown the new NBC headquarters in Radio City. M. H. Aylesworth, NBC president, welcomed them to the new quarters in an impromptu address, after which Col. Patterson delivered his talk. Don Withycomb, NBC station relations manager, arranged the meeting, and O. B. Hanson, manager of plant operations, conducted the group on the tour of inspection. Virtually all NBC department heads and executives were present.

The visiting broadcasters were the guests of NBC at a banquet in the evening and later were entertained at the Music Hall in Radio City.

Among the visiting broadcasters were Joseph Groce, Charles W. Burton and Harold Fellows, WEEI; L. B. Wilson, WCKY; J. L. Kaufman, WCAE; Howard M. Bootland, John J. Storey, WTAG; Frederick R. Huber, WBAL; D. A. Read and J. F. Clancy, WTIC; Jack Stewart, WFBR; Harold Barth and H. C. Wilder, WSYR; Stanley Hubbard, KSTP; E. B. Craney, KGIR; Edynfed Lewis, WFI; Mrs. A. T. Hild and Joseph M. Nassau, WLIT; Thomas Patrick Convey and his son, Robert, KWK; E. H. Twamley, WBEN; C. H. Lang, WGY; S. B. Coley and J. R. Weatherspoon, WPTF, and J. Boyle, WJAR.

WAVE Into Louisville

WAVE are the call letters assigned by the Radio Commission to the old WFIW, Hopkinsville, Ky., now silent, which is being moved under a recent authorization into Louisville and which is expected to start operating there on or about Jan. 1, 1934. The Commission has authorized studios and transmitter in the Brown Hotel, Louisville, and George Norton, new owner, has ordered a Blaw-Knox vertical mast and will use the old 1 kw. transmitter, operating on 930 kc.

ENCYCLOPEDIA BRITTANICA, Inc., New York, plans to use a transcription series of dramatic programs on a selected list of stations for a test period of 13 weeks. Account is handled by Charles Daniel Frey, Chicago.

An Answer to Critics of the Tugwell Bill

By W. G. CAMPBELL
Chief, Food and Drug Administration
U. S. Department of Agriculture

No Threat to Honest Advertising Seen in New Drugs Act; Proposal Held No Bar to Continued Self-Medication

Mr. Campbell

UNWILLING to let the criticisms of the proposed new Food and Drugs Act, as carried in previous issues of *BROADCASTING*, go unanswered, Dr. Campbell has written what might be termed a rebuttal following the original article by Assistant Secretary Tugwell and the critical replies of the president of the Proprietary Association and the secretary-general manager of the Institute of Medicine Manufacturers. Dr. Campbell insists that the bill will neither hamper the reputable medicine maker nor throttle advertising, and he asserts an apparent official willingness to rewrite "any part of the text of the bill if its purpose can be better accomplished by other language." Its provisions are not new, he says, but have been shown necessary by the inadequacies of the present law.

THE PUBLIC—manufacturers and consumers alike—expect too much of the old Food and Drugs Act. They take its protection for granted, forgetting that it was only a compromise when it was passed. It was not a particularly good law in 1906. It was simply the best that could be put through at that time against the desperate efforts of those who opposed it.

Save for three amendments, it has not been changed materially in all the 27 years it has been on the statute books. Those amendments—prohibiting false and fraudulent claims on patent medicine labels, requiring the declaration of quantity on packaged foods and drugs, and authorizing legal standards for certain canned foods—only throw into clear relief the need for further strengthening of the act.

Changes Long Sought

EVERY NEW or revised provision in the Copeland bill (popularly known as the Tugwell bill) is predicated on some weakness in the present act brought to light by enforcement difficulties or judicial interpretations. These provisions are not fly-by-night theories rushed into practical application because opportunity affords. They have been steadily and consistently advocated by enforcement officials almost from the day the original law was passed.

As long ago as 1913, Secretary Houston in his annual report asked for legal standards for foods, for power to control cosmetics containing harmful ingredients and for a more precise definition of the term drug. Again in 1917, Dr. Carl L. Alsberg, then chief of the Bureau of Chemistry, sought authority to fix food standards, to inspect warehouses and to control fraudulent mechanical devices and remedies. Similar recommendations have been made again and again. I myself devoted several pages of my 1931 report to them. These facts are a matter of public record. It is therefore ridiculous to say that the new features of Senator Copeland's bill are fanciful mushroom growths since March 4.

Equally unfounded are some of the more specific objections brought against the bill. Either those who raise these objections have not troubled to inform themselves of the facts, or they are guilty of deplorably muddled thinking. A favorite target of the fault-finders is the provision having to do with false advertising, which says:

> Section 9. (a) An advertisement of a food, drug or cosmetic shall be deemed to be false if in any particular it is untrue, or by ambiguity or inference creates a misleading impression regarding such food, drug or cosmetic.

Has Been in Practice

THOSE who criticize this provision as too complicated, indefinite, impractical and theoretical seem to forget that insofar as it applies to labels it has been the law of the land for nearly 10 years without giving rise to unusual controversy. The Supreme Court on June 2, 1924, interpreting the Food and Drugs Act, declared: "Deception may result from the use of statements not technically false or which may be literally true. The aim of the statute is to prevent that resulting from indirection and ambiguity, as well as from statements which are false. It is not difficult to choose statements, designs and devices which will not deceive. Those which are ambiguous and liable to mislead should be read favorably to the accomplishment of the purpose of the act." That decision, clarifying the somewhat obscure terms of the present act, has promoted less, rather than more, litigation, and has saved tremendous expense to both the government and industry. This, too, is a matter of record.

If the Food and Drugs Act is to protect consumers against misrepresentations, it must of necessity reach collateral advertising. Labels have been pretty well cleaned up by the present law. It is logical, then, to extend those same effective prohibitions to cover false claims in other kinds of advertising. Were the proposed law to be so worded as to distinguish between fact and opinion, the same practical difficulties would ensue that the government now faces in proving a label claim both false and fraudulent. Hence, the only prohibition is against false advertising. That is not to say, however, that this provision could be invoked to stop trade puffing. The courts have already recognized trade puffing as legitimate, presumably on the sound theory that such poetic license is so apparent as to be amply discounted by consumers. Some manufacturers contend that insistence on truth will inevitably lead to the end of all advertising. Do they mean that deception and untruth are fundamentals of advertising? I should hate to believe it.

Fault Laid to Industry

THE COPELAND bill does not compel negative advertising for any food, drug or cosmetic. The only advertising requirement that could be construed as "negative" is in the case of the drug manufacturer who elects to mention a disease for which his product is not a cure but a palliative. If his medicine has any palliative value in colds and influena, let us say, that fact can be stated, but in such terms as will fairly represent the actual value of the product. But to safeguard the public, which does not realize that there are so few specifics for diseases, it must be made equally clear that the preparation is not a cure. There are probably few patent medicines which have no value at all when directed toward the treatment of symptoms; the trouble is that the manufacturers want to claim too much for them. Because of their persistence in trying to create the impression that packaged medicines are cure-alls for every condition from smallpox to harelip, the industry has only itself to thank for creating the need to qualify therapeutic claims.

Objection is made that there is no general agreement of medical opinion by which to gauge the truth or falsity of curative claims. This may be true in the case of genuinely new discoveries before the medical profession has had time to test their merits. But if a new product can be sustained by scientific evidence, doctors will not be agreed that it is worthless, even if they are not in accord as to its positive virtues. Under the Food and Drugs Act no action could be taken against a drug about which medical opinion varies. In any case, advertising is not the medium through which to establish the scientific validity of any product. The proper place for that procedure is the laboratory; else the public might justly be accused of serving as experimental animals, while the Government is obliged to spend $75,000 from the public treasury to prove that a horse liniment is not an effective cure for human tuberculosis.

Extreme Caution Exercised

THE PROCEDURE followed by the Food and Drug Administration in determining the consensus of medical opinion is simple and can easily be adopted by the patent medicine makers themselves if they are genuinely interested in knowing the facts and making their advertising claims conform to them. The staff first ascertains the ingredients of the drug. Then it consults hundreds of representative practitioners throughout the country who are experienced in treating the disease for which claims are made to learn their individual opinions as to the value of the drug in question. Every man consulted is of unimpeachable scientific standing. If there is no consensus of opinion among them, obviously the claims cannot be shown to be contrary to it, and action cannot be taken under the Food and Drugs Act.

The lower fringe of drug manufacturers, who are responsible for most of the alarmist propaganda against the Copeland bill, are saying that it denies the right of self-medication, compelling the public to pay expensive doctor bills for every minor ailment. I cannot seriously believe that those who make this charge have read the bill, at least with any degree of sincerity or understanding. If the bill had been designed to prevent self-medication, obviously many of its provisions would be unnecessary. What it actually does is to require that drugs be labeled with directions for use under which they will not be dangerous to health; that they actually possess the remedial value ascribed to them in their labeling and advertising; and that their labels reveal their composi-

(*Continued on page 32*)

Trend to Spot Accounts Seen Because of CBS Liquor Ban

Station Representatives Are Gathering Much Data On Local Restrictions for Advertisers' Use

DECISION of CBS not to accept liquor advertising after the repeal of Prohibition—expected to fall on Dec. 5—has opened up a vast potential field of business for spot broadcasting agencies and for individual stations, whether members of the networks or not, which are willing to accept the business.

Columbia has declared its willingness to take wine advertising, but the feeling among spot broadcasting representatives is that the ban on "hard" liquor will militate against the networks' chances. Their reasoning is that distributors of both wines and spirits will prefer to place all their business with an organization which can secure outlets for them, regardless of whether the advertising is for wine or liquors, rather than to split up their appropriations between the networks (for wine) and the spot representatives, for liquors.

Voluminous Data Compiled

DISTRIBUTORS have as yet made no decision on appropriations for radio advertising, largely because the legal situation in regard to this medium is even more confused than in the case of newspapers and other media. In anticipation of substantial appropriations being made for radio, however, station representatives in New York are compiling voluminous data for the benefit of prospective advertisers.

Scott Howe Bowen, Inc., has prepared an elaborate set-up for gathering information regarding opportunities for placing wine and liquor advertising.

Beginning with the assumption that all liquor advertising will be directed towards promoting brand names or institutional prestige, this firm has circularized all the stations which it represents, to ascertain:

Five Pertinent Questions

(1) WHETHER they intend to accept hard liquor advertising,

(2) Whether they have any special restrictions covering broadcasts for this type of product,

(3) What are the restrictions on liquor advertising imposed by new State laws,

(4) What stations and newspapers in the city (or territory) to which the questionnaire is addressed have decided not to accept liquor advertising, and

(5) To request the station addressed to send in newspaper clippings regarding state restrictions and any other information pertinent to the subject which could be of interest to a prospective client.

Under (2) it has been found that a number of stations prefer to leave the restrictions to the discretion of their representatives. As a rule they are opposed to permitting liquor advertising on Sundays and to any attempt to extoll the virtues of liquor as such with the aim of adding to the ranks of drinkers.

Scott Howe Bowen, Inc., itself is subscribing to a clipping service to secure information on state liquor laws. The intention is, after all these data have been compiled, to make them available to potential advertisers, since it is felt that nowhere else will it be possible to ascertain at a glance in what states radio stations are allowed to carry liquor advertising; what stations in such states will accept it, and what restrictions they have chosen to impose on its acceptance.

In line with the general trend towards an institutional approach to liquor promotion, R. H. Macy and Co. recently presented over WOR, Newark, for both the Macy and Bamberger stores, a program designed to educate the generation that has come to maturity since the war in the proper use of wines—explaining what wines accompany what courses during a dinner, what wines can be served alone and at what times, and how to distinguish between the various wines within the broad classifications.

NBC Silent on Policy As to Liquor Accounts

UP TO the time of going to press, no statement was available from NBC regarding its policy on accepting or refusing wine and "hard" liquor advertising after repeal of the Eighteenth Amendment on Dec. 5. Furthermore, the impression was given that no such statement will be made until the Federal Radio Commission adopts a regulatory policy if it should be decided the Commission has jurisdiction.

It is understood, from a usually reliable source, that NBC has instructed its salesmen not to accept any such business that may be offered, either for the network or for individual stations owned by NBC or associated companies. Officials declined to confirm or deny this.

Fighting Liquor on Air

THE CALIFORNIA Anti-Saloon League has opened a fight to seek laws prohibiting liquor advertising on radio. Contending that the radio has a great influence on the home, the League declares that liquor advertising would be distasteful to anti-repealists, besides being a bad influence for youngsters.

Malt-O-Meal Resuming

CAMPBELL CEREAL Co., Northfield, Minn. (Malt-O-Meal), which recently cancelled its radio advertising campaign, is resuming its broadcasts using different talent. Account started on WGN, Chicago, with three morning programs weekly for an indefinite period. Five other cities are to be used. Account is handled by Mitchell-Faust-Dickson & Wieland, Chicago.

Radio Funeral

PROBABLY the first funeral service ever broadcast for the benefit of a family of listeners was presented last month by WRAK, operated by the "Williamsport Sun," Williamsport, Pa., after the state board of health had refused to allow a minister to administer the last rites for 17-year-old Jean Peters, a victim of infantile paralysis. The family heard the complete service via their receiver from the WRAK studio 10 miles away.

Association Plans Free Radio Music

Compositions in Magazine Made Available to Stations

CREATION of the American Songwriters' Association, to represent independent composers in dealings with broadcasting stations, was announced Nov. 24 by A. L. Harris, of Louisville, its managing director.

Planning to supply music gratis to broadcasting stations with full safeguards against copyright infringements, the association will begin its expanded activities by Jan. 1, 1934, subsequent to the appearance of a national magazine sponsored by it. The magazine, RADIO WAVES & SONG HITS, will make its appearance during latter December and will feature four full orchestrations of numbers written by association members, together with radio and other editorial features.

Available In Any Form

MR. HARRIS, in Washington in connection with the association's work, explained that professional copies of selected compositions will be sent all stations for performance without cost and in any form they like. Arrangements will be made, he asserted, to assure stations of their rights to perform the numbers without danger of infringement. He explained that the composers would benefit by the popularization of their works when performed over the radio.

Ultimately, he declared, the association plans to supply stations with musical portfolios of the works of association members. All types of music, such as popular, standard, band and sacred will be supplied.

To Sell On News-stands

ARRANGEMENTS for news-stand distribution of the magazine have been made with the American News Co., according to Mr. Harris. A distribution of 100,000 copies is scheduled for the first issue.

C. O. Eaton, Omaha, Neb., is president of the association. Charles Lee Harris, son of the managing director, is secretary-treasurer. Dan Thompson, Louisville newspaperman, is editor-in-chief of the magazine, and Thomas A. Basham, former advertising agency executive, is advertising manager. Headquarters are in THE COURIER-JOURNAL Office Bldg., Louisville.

Schuette Launches New ASCAP Fight

Music Users Protective Group Founded, Files Complaint

FORMATION of the Music Users' Protective Association of America, to carry on a new offensive against "monopolistic copyright practices," was announced Nov. 16 by Oswald F. Schuette, former NAB copyright director, coincident with the filing of a resolution adopted by that organization with the Department of Justice and the Federal Trade Commission asking an investigation of the American Society of Composers, Authors & Publishers.

New Drive Launched

MR. SCHUETTE, who elected to leave the NAB Nov. 9, but remains as head of the Radio Program Foundation, NAB music subsidiary, announced at the time that he would carry on the anti-ASCAP fight on a "broader front" in behalf of other victims of ASCAP, such as hotels, restaurants and motion picture exhibitors. His announcement of Nov. 16 was seen as the first step in that direction.

The resolution, Mr. Schuette declared in a public statement, was adopted at a mass meeting held in Baltimore Nov. 6 and was to the effect that all data in the possession of the newly formed organization be forwarded for action to Joseph B. Keenan, head of the criminal division of the Department of Justice, in charge of "commercial racketeering" investigations, and Simon E. Sobeloff, district attorney for Maryland.

Cites Anti-Trust Laws

THE RESOLUTION charged certain practices by ASCAP are in restraint of trade and in violation of the federal anti-trust laws. Copies were sent to every Senator and Representative, urging them to act immediately "for the protection of the American public."

In support of the almost universal demand from so-called "public performers" of music for action against ASCAP, are petitions being circulated by the American Society for the Advancement of Public Music, a civic non-profit organization, demanding that Congress investigate ASCAP. Charles L. Mullen, of Milwaukee, general counsel of the organization, claimed that ASCAP has abused the copyright law; that it collects excessive royalties from radio stations, hotels, theaters and dance halls where copyrighted music is played, and that the organization completely controls popular music.

Applies for 1520 kc.

FIRST to apply for broadcasting privileges in the "general communications" band 1500-1600 kc., recently left open by the Radio Commission for undetermined classes of assignments, is the WATERBURY (Conn.) AMERICAN-REPUBLICAN, which on Nov. 16 applied for a new station on the 1520 kc. channel to operate with 1,000 watts full time. George Sutton, attorney, and T. A. M. Craven, engineer, are representing the newspaper applicant.

Advertising in Relation to the New Deal

By RAYMOND MOLEY*
Former Assistant Secretary of State
Editor of *Today*

Charges of 'Waste' Answered by Former Head of 'Brain Trust'; Industry Urged to Lead Fight on Under-Consumption

SOME of President Roosevelt's professorial New Dealers have several times been accused, rightly or wrongly, of preaching a new philosophy that is inimical to advertising. At least one of the "Brain Trust"—Prof. Tugwell—has been charged with calling advertising an economic waste in one of his books. Here is a sane, fair-minded discussion of advertising and its mission in the scheme of new economy by the former head of the "Brain Trust," now an editor, whose views can be judged in the light of the fact that he is still high in the confidence of President Roosevelt and frequently consulted by him on various affairs of state. Plainly, Prof. Moley is far from being an enemy of advertising.

THIS IS a day of self-searching and stock-taking in the life of our country. It is a day in which every American industry, every American profession, is doing penance before the common altar of the nation. Reconstruction upon sound foundations is impossible without a thorough re-examination of one's past. The march to a healthy and integrated national economy, to a new and stable national prosperity, is impossible without inquiry into our own errors of yesterday.

All Have Been Wasteful

IN THE crucial years which we have just passed, all of us, big and little alike, have learned that we have been inevitably wasteful in many ways and inevitably improvident in many others. It is a healthy omen for the future of America, that some of our greatest business institutions, some of our leading captains of industry and finance, were among the first to acknowledge the mistakes of an unbridled era of speculation, and to call for new policies, to project new ideas, calculated to make business conform more closely to the requirements of the public weal. And it is especially gratifying to note from your statement of aims that your association has been greatly concerned "in the elimination of those wastes in advertising and hence in distribution which have fastened themselves upon it in a parasitical fashion throughout the years."

It is the fashion nowadays to single out advertising for special attack as an example of profligacy, as an economic evil. It is the fashion now to cry "waste!" without ascertaining what constitutes waste in modern economy. This is a natural reaction to the recent past. But when we re-examine the mistakes of that past, we should also re-examine the quick criticisms which that period brought in its wake. We have yet to learn how much of what we call wasteful is non-productive of social good. We have yet to establish how much of the so-called waste goes into service, into labor, and into the enrichment of the material and cultural standards of the great masses of our population.

Waste and the New Deal

THE REAL wastes which the New Deal aims to eliminate are rather those which result from an unplanned national economy, with a piling-up of production, choking the very life of trade, while a great consuming power remains relatively unsatisfied. The waste that comes from failure of planning produces erratic and unstable variations as between one product and another, and as between one year and another. Real waste and lack of efficiency come not from the minor expenditures on unproductive activity, but from the failure to put products into circulation.

A two billion dollar business, such as that of advertising, which has trained tens of millions of Americans in certain everyday habits which go with their everyday needs, cannot be dismissed lightly. What is it that made for the growth of this phenomenal business? Certainly it was not an accident. Certainly it was not the product of a few adventurous minds. There must have been something basic in the complex development of our gigantic economy; there must have been something indigenous to the spontaneous development of our fabulous condiment, which dictated and conditioned the rise of modern advertising.

Origin of Advertising

MODERN ADVERTISING, it would seem, sprang from modern forms of production and consumption. Large-scale production made for large-scale advertising. Mass distribution made for mass advertising. The technological age was the parent of the advertising age.

And in so far as mass production and mass distribution made for a wider use of numerous appliances and goods, in so far as the benefits of the scientific age were made available to ever larger strata of our population, in so far as the machine enabled millions to acquire articles of prime necessity at progressively lower prices, advertising had its share in rendering a valuble service to the people.

Raymond Moley

For advertising proved itself to be an indispensable arm of the national machinery of distribution.

When advertising is condemned as an evil, it is usually forgotten that its parent is modern industry. It would be more fitting to describe the modern system of production and consumption as a prime evil. Indeed, there are some who follow in the footsteps of Rousseau and Tolstoy, and who would have us go back to nature, back to the primitive, away from the machine. They would have us scrap all the marvelous devices which man has invented, if only because we have not yet discovered the direct road to plenty for everybody.

Challenge in Distribution

IF WE WERE to turn back upon industrial civilization, if we were to give up the job of readjusting it as a forlorn hope, then advertising, together with all the other services which the modern age has produced, would indeed be consigned to the waste-basket of history. But we all recognize that this is not only undesirable, but impossible. We know that the genius of the American people can and will meet the challenge of the newest day. We know that the New Deal has made a start in that direction. The American people quickly perceived the nature of that start, and have given for that reason their support to the President to a degree unprecedented in times of peace.

The challenge, as we all recognize, is one of distribution. The problem of balancing production and consumption is a problem of distribution. It is a problem of utilizing to the full the vast productive equipment which we possess. It is a problem of especial concern to the advertising profession, because it involves the opening up, the expansion, of our own immense domestic market.

Now the business of advertising is concerned primarily with distribution. The greater, therefore, is the responsibility which these times impose upon the leaders of that business. It is a responsibility which cannot be discharged without participating enthusiastically in the task of national reconstruction. It is a double responsibility because of the fact that the advertising profession has both an intimate knowledge of the shortcomings of our system of distribution and the ability to help overcome these defects.

Service and Economy

THE ADVERTISING profession was perhaps the first to instill the idea of service into our social consciousness. The time has come to translate that idea into concrete terms. Service is a grand word, if the service is economical, if it is for the good of all. By enhancing its own usefulness and eliminating its own parasites, by instituting a stricter control over its own practices, by writing a code more exacting than any which could be written for it, by making sacrifices today in order to make gains tomorrow, the advertising profession would perform a paramount service to the nation, and would set the pace for the noble exercise of self-control which would save us all from any possible outside arbitrary controls.

The New Deal is predicated upon the theory of cooperation and not upon the theory of arbitrary dictation. It is imbedded in the belief that by voluntary effort we can recover and rebuild our shaken edifice. It does not look forward to any abridgment of individual liberty. It looks forward to a stable economy, providing economic security and political freedom for all. The New Deal shuns governmental

(*Continued on page 17*)

* From an address before the Association of National Advertisers convention in Washington Nov. 14.

Broadcasting Code is Signed; BecomesEffectiveDecember11

Relief Afforded Stations Unable to Pay Wages; Code Authority to Organize at Once

BEARING the signatures of President Roosevelt and NRA Administrator Hugh S. Johnson, the code of fair competition for the broadcasting industry becomes effective Dec. 11.

As signed by the President Nov. 27, the code differs in only one important particular from the document published in full text in the Nov. 15 issue of BROADCASTING. The new provision counteracts a previous clause under which stations were required to maintain hours and wages paid technicians as of Nov. 1 as the minimum scales, regardless of whether these were above the specified minimums.

Under the latest change stations are afforded relief if unusual or undue hardship is imposed by the operation of any provisions of the code through application to NRA or its duly authorized agent. Minor changes in phraseology have been made, and a routine section requiring posting of the code in conspicuous places has been added.

Code Authority Meeting

A MEETING of the code authority created to administer the code will be held in Washington at the call of President Alfred J. McCosker of the NAB on Dec. 4. Organization details and ways and means of defraying expenses of the enforcing agency will be worked out.

It is likely that Mr. McCosker will be elected chairman of the code authority and James W. Baldwin, former secretary, of the Commission, executive officer. In addition to the nine members representing the industry, the code provides for the appointment of three representatives of the government to serve without voting power. Present indications are that these members will be Chairman E. O. Sykes, of the Radio Commission; Harry Shaw, WMT, Waterloo, Ia., former NAB president and an NRA official in Iowa, and William Farnsworth, assistant to Deputy Administrator Sol A. Rosenblatt of NRA, who was in charge of the broadcasting code.

Other members of the code authority, in addition to President McCosker and Mr. Baldwin, are M. R. Runyon, CBS treasurer; F. M. Russell, NBC vice president; James Kiernan, WLWL, New York; Edward N. Nockels, WCFL, Chicago; Isaac Z. Buckwalter, WGAL, Lancaster, Pa.; John Elmer, WCBM, Baltimore, and John Shepard, III, Yankee Network, Boston.

Early Complaints Seen

ONCE the code becomes fully operative, under the clause specifying that it be effective on the second Monday after its approval by the president, the code authority unquestionably will have several complaints to consider. It is known that high power regional stations object to the provision that they pay broadcast technicians a minimum of $40 a week—the same rate as specified for clear channel full time stations. There have been indications also of complaints against trade practice provisions which prevent acceptance of per inquiry business.

The code authority, within 90 days, must investigate and report on hours and working conditions of broadcast technicians and their relation to general conditions within the industry. The code also requires the code authority to investigate the hours and wages of radio artists and report to the administrator, but no time limitation is placed on the latter study.

The code authority, constituted as an industry organization and not a trade association body, also must establish a permanent organization. It will hold hearings on matters arising incident to enforcement of the code and will draft regulations as well as render decisions.

The new clause in the code relating to relief from its operations (Article 6, Paragraph 10(h)) reads as follows:

Where the operations of the provisions of this code impose an unusual or undue hardship upon any broadcaster or network, such broadcaster or network may make application for relief to the administrator or to his duly authorized agent, and the administrator or his agent may, after such public notice and hearing as he may deem necessary, grant such exception to or modification of the provisions of this code as may be required to effectuate the purpose of the National Industrial Recovery Act.

A fortnight earlier, the NRA, upon complaint from engineers on the Pacific coast, inserted a clause providing that any station which on Nov. 1 paid technicians wages in excess of the minimum provided in the code or worked them fewer hours a week than specified, those higher wages and lesser hours should be deemed proper. On the ground that this would work a terrific hardship, the new provision was written.

Specified Changes

CHANGES from the code as published in the Nov. 15 issue of BROADCASTING are enumerated below by article and paragraph. To bring the document up to date, the following changes may be made:

Article IV—Wages. Last sentence under paragraph (a), make it read: "The number of persons so employed, if more than one, shall not exceed *five* per cent," etc.

Same article, make paragraph (b) read: "Announcers and program production employes shall be paid at a rate of not less than $20 per week, except that where a broadcaster regularly employed not more than 10 persons on July 1, 1933, such announcers and program production employes may be paid not less than $15 per week."

Same article, paragraph (c), include word "outside" before salesmen.

Article V—General Labor Provisions, add under section 6, following new section, to be numbered "7":

"All employers shall post complete copies of this code in conspicuous places accessible to employes."

Article VI—Administration. Under paragraph G, include following new paragraph, making old paragraph H paragraph I:

"Where the operations of the provisions of this code impose an unusual or undue hardship upon any broadcaster or network such broadcaster or network may make application for relief to the administrator or to his duly authorized agent, and the administrator or his agent may, after such public notice and hearing as he may deem necessary, grant such exception to or modification of the provisions of this Code as may be required to effectuate the purpose of the National Industrial Recovery Act."

Ultra-High Test

TWO-WAY radiotelephone (broadcasting) communication in the ultra-high frequencies will be tried experimentally by the Jersey City police department and the Dalzell Towing Co., operating tugs in New York harbor, if applications filed Nov. 23 are granted by the Radio Commission. Seeking frequencies above 30,000 kc., the applicants propose to use apparatus recently demonstrated to the Commission by RCA Victor Co. engineers. Engineers predict the ultra-high frequencies will be the ultimate locus of purely local broadcasting.

'Per Inquiry' Group Would Evade Code

FIRST ATTEMPTS to frustrate the trade practice provisions of the code of fair competition for the broadcasting industry are seen in the canvassing of stations by "per inquiry" outfits seeking to have them sign blanket contracts for acceptance of "participating accounts" before the code becomes effective and outlaws such business.

In one of these form letters to stations, it is stated that by signing a blanket contract the station will be enabled to accept future business of this "participating" character at any time during the next year. The same letter urges independent stations to write Administrator Hugh S. Johnson of NRA, opposing the per inquiry ban.

In this connection, it is seen that attempts to throw out the per inquiry ban have come from sources outside the broadcasting industry rather than from stations. Advertisers specializing in per inquiry business, it is pointed out, have nothing to fear since they are not subject to the code provisions and have no licenses from the government which can be revoked for code violations.

KVOO Goes to 25 Kw.

LICENSE covering its power increase to 25 kw. was issued by the Radio Commission Nov. 21 to KVOO, Tulsa, formerly operating with 5 kw. The Commission also authorized KVOO to operate simultaneously daytime with WAPI, Birmingham, 5 kw., with which it shares the 1140 kc. clear channel. Stations, however, will continue to divide time at night.

Hearing on Agency Code Dec. 11 Week

PUBLIC HEARING on the code of fair competition for advertising agencies, as proposed by the American Association of Advertising Agencies several months ago but modified considerably in negotiations since then, is tentatively scheduled for the week of Dec. 11 although the exact date has not been fixed. Deputy Administrator John W. Power has been designated to handle the code, but it is expected that Deputy Administrator A. D. Whiteside also will sit at the hearing to coordinate phases of the agency code with those of other codes in the publishing fields.

While the revised code has not been made public, it is understood that the trade practice provisions still rigidly ban rebates of agency commissions and certain other practices regarded as unethical. The Association of National Advertisers, which complained vigorously about many provisions in the code, is reported to have succeeded in working out compromises in several cases, but is prepared to oppose any provisions which do not protect the buyer of advertising.

A new clause in the proposed code is indicated, providing that the industry establish definite regulations designed to prevent the publication (including radio) of misleading or untruthful advertising.

Agency Plans Uniform Expiration Date on Net

RENEWALS of major accounts on NBC by the J. Walter Thompson Company have been for such periods of time as would bring the expiration date uniformly to Dec. 31. This procedure has been followed most recently in the case of Fleischmann's yeast, Pond's cream and Chase and Sanborn's coffee programs, each of which is for a 52-week period.

It is thought that one advantage to the advertiser and to the agency in this arrangement is that appropriations for a given calendar year can be made to cover broadcasting operations in the exact period under a continuous contract, instead of dividing the cost of a campaign between two years' appropriations when it happened to run over from December to January, as was formerly necessary. It is also possible that the creation of a large block of business coming up for simultaneous renewal may open the way for creation of a special discount.

Big Power Campaign

RADIO will be used with newspapers, outdoor display and direct mail in the $1,000,000 advertising campaign being projected for 1934 by Southern California Edison Co., Los Angeles, to stimulate sales of electrical appliances. A cooperative campaign with dealers in all kinds of electrical appliances from curling irons to refrigerators and ranges is planned, with Edison men detailed to counsel merchants throughout the territory the big power company serves. The Mayers Co., Los Angeles agency, handles the account.

Factual Market Data On Broadcasting

Development of Statistical Reports for Advertisers Traced; CBS Studies Have Replaced Guessing on Coverage

By PAUL W. KESTEN
CBS Director of Sales Promotion

THE SEVERAL stages in the development of factual studies of radio marketing areas, so that advertising prospects might be given accurate data rather than products of guess-work, form an interesting story as told by Mr. Kesten, one of the promoters of the research for CBS. Starting with the premise that "Nothing is dependable coverage but regular, habitual listening," CBS analysts worked out a nation-wide map of radio markets and analysis of the successes or failures of 300 leading advertisers in relation to their use of radio.

Mr. Kesten

AS RECENTLY as three years ago, we were confronted in radio with an advertising medium about which nothing was known—except that it had produced almost astonishing results for some advertisers and indifferent results for others. The "whys" of its many successes and the "wherefores" of its occasional failures remained guess-work.

We found, at that date, a general, a consistent, an almost overwhelming demand, on the part of advertisers and advertising agencies, for factual data. Radio had reached a point of importance and vitality in advertising practice which was attracting the scrutiny of the analyst, the interest of the statistician, the sober probing of the media expert. It was asked to submit itself to measurements comparable to other media. It was asked to index its own contents and itemize its own assets.

Exploration Begun

WE SET out on a virtual trip of exploration—determined to map the hills and the valleys, the shores and the hinterlands of radio broadcasting. Our explorations came under several heads. The first of these was determining what might be called the square mileage of this new terrain of advertising. We found it necessary to introduce what was then a new conception of radio coverage. We made bold to say, "Nothing is coverage but listening." We went one step further and said, "Nothing is *dependable* coverage but regular, habitual listening." We realized that the power of radio transmitters, in itself, is not coverage because it indicates only an ability to hear what is broadcast. It doesn't indicate a habit of listening. Bagsful of fan mail, in response to widely publicized programs or special offers, are no index to coverage, even though each piece of mail be represented by a pin upon a map. For such mail may represent wholly spasmodic listening, artificially induced, to a given station or network.

Simple Method Evolved

A METHOD was developed to determine the area of habitual listening to each station on the network and to determine the proportion of all radio homes in each of those areas, county by county, who listened *regularly*. This method was so simple and direct that it spoke for itself; yet it was sufficiently sensitive and accurate to undergo the most rigorous testing and checking. For it not only mapped the contours of radio coverage as represented by Columbia facilities; it also mapped the peaks and the depressions in that coverage. It reduced the *degree* of regular listening to four respective levels of audience intensity, bravely proclaiming the higher ones, and frankly admitting the lower ones. I need hardly add that a good deal of constructive shovelling has been done since then to fill in the hollows wherever they existed.

This method was presented first to advertisers (in a study published by CBS) under a title which was then a new term in radio advertising—"Listening Areas."

Mapping Radio Population

OUR SECOND job was the mapping of radio population—or, in other words, a basic quantitative measurement of its gross circulation. For, strange as it might seem to anyone not familiar with the growth of radio, broadcasting had become a major advertising medium before even its circulation was known.

Estimates of radio ownership had been provided through the industry of the McGraw-Hill Publishing Company, but they remained estimates, and no one knew how close they came to actual numbers until the Department of Commerce through its Bureau of the Census made an actual count of radio homes in 1930. But while it solved one problem, this census, which found approximately 12,000,000 radio homes in the United States, at once created another. Its data were two years old when they were published. They were obsolete before they were announced. Millions of sets had been sold in the meantime. In large measure, these census figures merely threw down the challenge to us to revise them forward for 1932 and 1933.

Again *facts* became the issue. Nothing was known about the increase in radio ownership since the census, except the total number of new homes equipped with radios, based on manufacturers' and dealers' records. Our answer to that problem was published under the title, "The Flood Hits the Valleys," and I believe that no undertaking with which we have been identified has reflected more happily the combined will and willingness of every factor in an industry to pull together toward a common end.

Through the cooperation of McGraw-Hill of nearly 800 radio distributors and dealers and of the leading radio manufacturers of the United States, it was possible to determine within close limits of accuracy, not only the widely divergent proportions of sets sold in each of the 48 states, but the further variations, within those limits, of the proportion of sales that had gone into non-radio homes. It was found that in states where radio ownership had been lowest, total set sales had been proportionately higher, and the proportion of those total sales which went into non-radio homes was higher still in turn. The result was an entirely new population map of radio ownership, in which such areas as the south showed over 100 per cent increase in radio homes since the date of the census, while such areas as the Pacific coast showed only 31 per cent increase.

The case histories of radio have tended to indicate a surprising fertility of soil for advertisers of both low- and high-priced products, but many of these records were the guarded secrets of their sponsors.

No one knew just who made up the 12,000,000 families who owned radios in 1930 or the 16,800,000 families who owned radios in 1933. No one knew their income levels or their wealth, their earning power or their buying power. Our approach to this problem goes back about a year. Our work on it has been continuous ever since. The final results of a study which involved personal calls at over 13,000,000 homes in the United States were published. — (BROADCASTING, Nov. 1.)

This study reveals what we have called the rampant backbone of radio ownership, crouching low where income is low, where markets are thin; rearing high where incomes are high, where markets are rich.

Proving Radio's Effectiveness

OVER a three-year period, an analysis was made of over 300 leading advertisers, covering every industry represented in magazine, newspaper or radio advertising. These advertisers were grouped in various ways in our analysis—those who, during each twelve-month period, used radio broadcasting, and those who did not—those who used radio broadcasting during all three years, those who used it through two of the three years, those who used it through only one of the three years. Comparisons of the net profits of each advertiser were made against his own net profits of the year before. This was done individually and for advertisers as groups. We feel that in this lumping of hundreds of advertisers (representing billions of dollars of sales volume and millions of dollars of advertising expenditure) that while we were not eliminating other variables, we were combining so large a group that these variables would tend to equalize each other.

In each group-comparison for each year, it was found that among the more than 300 leading advertisers of the United States, those who used radio broadcasting showed a better comparison of net profits in each year, compared to their own profits of the year before, than those who did not use radio and that those who used radio broadcasting consistently during the entire three year period showed a still better comparison in each successive year. Because the years involved were 1930, 1931 and 1932—a period of shrinking profits for industry at large—it might be added that this analysis was made during a period of acid test for all advertising media.

* From a recent address before the American Marketing Society in New York.

WHAS, WBT Requests For 50 Kw. Unopposed; KNX Hearing Dec. 18

NO OPPOSITION developed at the hearings Nov. 22 before the Radio Commission, sitting en banc, to the applications of WHAS, Louisville, and WBT, Charlotte, for increases in power from 25 kw. to 50 kw. Affirmative showings by the stations were supplemented by routine technical testimony of Dr. C. B. Jolliffe, Commission chief engineer. The trend of the hearing indicated that the Commission will award the power boosts within a short time in line with its recent amendment of the regulations increasing the allowable number of 50 kw. clear channel stations from four to eight per zone.

Next of the clear channel applicants for 50 kw. to be heard is KNX, Hollywood, scheduled for Dec. 18. KNX at that time will also face the application of WIS, Columbia, S. C., for full time with 5 kw. on its 1050 kc. clear channel —one of the first of the east-west coast clear channel duplication proposals. The 1050 kc. channel, under the 1932 Canadian agreement, is also to be used by a low power station in eastern Canada.

The only other applicant for 50 kw. is WMAQ, which will be heard Jan. 8, at the same time that WTMJ, Milwaukee, applies for its 670 kc. clear channel on the ground that Illinois and Chicago are overquota in radio facilities while Wisconsin is underquota and has no clear channel. On the same day, on much the same grounds, WIBA, Madison, Wis., will ask to share the 720 kc. clear channel of WGN, Chicago.

Washington Newspapers Agree to Ban Programs Save at Special Ad Rate

NEWSPAPERS of Washington, D. C., have entered into a compact to refuse after Dec. 1 to publish any and all program listings or radio news unless the four local stations agree to pay a special combination rate of 50 cents per line weekdays and 35 cents Sundays for program schedules in all five newspapers. Their ultimatum, said to be incorporated in a written agreement among themselves, was delivered Nov. 22 to representatives of the Washington stations by Fleming Newbold, business manager of the WASHINGTON STAR.

The stations have flatly refused to recede from their stand that radio program listings are news and not advertising. It is calculated that the cost of running the programs at the combination rate would be $15,000 a year each for WRC and WMAL, NBC-operated units, and WJSV, CBS-operated unit, and about $10,000 for WOL, independent local.

The rate was offered in combination only, with the agreement understood to preclude buying space separately in any single newspaper, even if desired. Besides the WASHINGTON STAR, the newspapers in the compact are Hearst's morning HERALD and evening TIMES, Scripps-Howard's evening NEWS and the morning POST, recently purchased by Eugene Meyer, former head of the Federal Reserve Board.

Public reaction to the edict can be gauged by the fact that the STAR recently attempted to keep out the program schedules of WJSV but reinstated them after three weeks because of the bitter outcry from subscribers. Whether the newspapers will abide by the agreement, in the face of radio opposition and their own rival interests, was regarded as questionable as BROADCASTING went to press.

Brief Radio-Newspaper Promotion Puts Across New Beer on West Coast

A 24-HOUR campaign of radio and newspaper promotion effected a 60 per cent distribution of a new product on the Pacific coast last month.

KNX, Hollywood, was the only station to carry a special hour-and-a-quarter program sponsored by the brewers of Brown Derby Beer. Forty daily newspapers were enlisted, however, in the tri-state area of California, Oregon, and Washington. Half and quarter page advertisements called attention to the new beer and the KNX broadcast.

Mae West and W. C. Fields were among the screen celebrities that participated in the program.

BALLARD & BALLARD Co., Louisville (Obelisk flour and cake mix), has renewed its announcements in the morning participation program of the Center of Population Group (WHAS, WCKY, WSM) four days weekly for four weeks; handled by N. W. Ayer & Son, Philadelphia.

SHILLITO'S
BASEMENT • STORE
Watch each newspaper daily for this Shillito Service—If you like it send us a Post Card and tell us so.
Copyright Applied For.
Women's Slippers
With Sturdy Cowhide Leather Soles
A complete sell-out the last time! We managed to obtain 750 pairs more to sell at an exceptionally low price!
Pom pom slippers in soft pliable leatherette uppers . . . cowhide leather soles. All sizes 4 to 8. No half-sizes. Black, blue, red.
Mail or Phone Your Order PA. 0100 on 2 or More Pairs
69c pr.
SHILLITO'S Radio Program Highlights
WLW—700 k. Thursday.
8:30 A. M.—Cheerio (NBC)
12:00—Farm Bureau Program.
2:30 P. M.—National Farm and Home Hour (NBC)
6:15 P. M.—Jose Emerson.
7:15 P. M.—Unbroken Melodies.
7:45 P. M.—Seven Blackbirds.
8:00 P. M.—Rudy Vallee. (NBC)
10:00 P. M.—Paul Whiteman
WSAI—1330 k. Thursday.
9:30 A. M.—Bradley Kincaid (NBC)
2:00 P. M.—Lotus Gardens (NBC)
4:45 P. M.—Winnie Lee Fooh (NBC)
6:00 P. M.—Waldorf Astoria (NBC)
7:30 P. M.—Stutter and Whine.
7:45 P. M.—The Goldbergs (NBC)
9:00 P. M.—Capt. Henry's Showboat (NBC)
WCKY—1490 k. Thursday.
9:00 A. M.—Happy Jack Turner (CPG)
9:45 A. M.—Laura Judd Bryant.
10:15 A. M.—Clara, Lu and Em (NBC)
12:30 P. M.—Farm and Home Hour (NBC)
4:15 P. M.—British Political Talk from London. (NBC)
7:00 P. M.—Amos 'n Andy (NBC)
7:45 P. M.—Freedom of the Press (NBC)
9:00 P. M.—Maxwell House Showboat (NBC)
10:30 P. M.—Echoes of the Palisades (NBC)
11:15 P. M.—Fort Frisco. (NBC)
WKRC—550 k. Thursday.
10:00 A. M.—Bill and Ginger (CBS)
11:30 A. M.—Tony Wons. (CBS)
2:30 P. M.—American School of the Air (CBS)
3:45 P. M.—Curtis Institute of Music (CBS)
6:00 P. M.—Miller Everson.
7:15 P. M.—Just Plain Bill (CBS)
8:00 P. M.—Elmer Everett Tess (CBS)
8:30 P. M.—Voice of America (CBS)
9:00 P. M.—Andre Kostelanetz Presents (CBS)
11:30 P. M.—Isham Jones' Orchestra (CBS)

How Cincinnati Department Store Furnishes Programs

Mrs. Kemper

WHEN Cincinnati dailies, by agreement, eliminated all radio programs about the middle of November, circulation of local radio weeklies skyrocketed. Newsstands the first week were swept bare of radio publications giving program listings.

There was a storm of protest from newspaper readers, who besieged the ENQUIRER, TIMES-STAR and POST with letters and phone calls. The publishers made no formal statement except that they no longer considered radio program listings as news.

Grace Kemper, advertising manager of Shillito's department store, hit upon a brilliant idea soon after the ban was ordered. Shillito's uses tremendous lineage in all three Cincinnati dailies, and Mrs. Kemper decided to utilize a portion of her ads each day to carry the program highlights of WLW, WCKY and WKRC. The stations agreed immediately to cooperate in furnishing programs, so that newspaper readers might thus be served by Shillito's.

The response from the public was large. Letters, cards and phone calls thanked the department store for this service. One man wrote that he would see to it personally that his wife went to Shillito's January sale (still far in the distance) and bought a new coat to show the family's appreciation. He added that he was poor and hated to spend a nickel a week for a radio publication, but would lay aside that amount to be spent at Shillito's.

The newspapers accepted the program copy from Shillito's with some trepidation. After the first few days, one newspaper sent word that this part of the ad would have to be eliminated, but after Mrs. Kemper "went to bat" on the subject the ban was withdrawn.

"The reception of this service has been gratifying," Mrs. Kemper stated after a week's trial. "I believe the plan is feasible for department stores elsewhere. It will cost some money in actual space, but it brings good will and makes the store advertisements sure to be read. We carry the programs as part of our regular ads, as we feel they lose their value if run as special and separate ads. We do carry them separately on two days of the week when we are not using regular ads, but we feel bound to do this. Having started the service we cannot let the public down on these two days."

Despite her youth, Grace Kemper has been Shillito's advertising manager for six years. Under her direction the store has consistently employed both newspaper and radio advertising with great success. She has one of the biggest jobs held down by any woman in Cincinnati, and has under her direction a well trained staff of artists and copy writers.

"Of course," Mrs. Kemper says, "we should be happy to see the newspaper resume publication of complete radio programs as news, and in such event our program service no longer would be necessary."

Jones and Hare Disks Carried by 40 Stations; Stage Show is on WOR

BILLY JONES and Ernie Hare, famous comedians and singers of the air, recently selected for the first sponsored program to be broadcast from any theater stage, are being heard over about 40 stations in their all-star transcriptions programs. The stage broadcast is three times a week over WOR, Newark, from the Roxy Theater, New York City, for Purity Bakeries, Inc. (Toystee Bread). The stage broadcast was conceived by S. J. Andrews of the Hanff-Metzger, Inc., office in Chicago.

Jones and Hare produced their own transcription program last summer at the Byers Recording Laboratories and began releasing it in May. WFBL, Syracuse, N. Y., was the first station to sign for the program, and WHAM, Rochester, was next from the American Brewing Co. Other stations which have used or are using the program are: KTAR, Phoenix, Ariz.; KGHF, Pueblo, Colo.; WICC, Bridgeport, Conn.; WHBF, Rock Island, Ill.; WIOD, Miami; WHAS, Louisville; WSMB, New Orleans; WKY, Oklahoma City; WTNJ, Trenton, N. J.; WOKO, Albany; WBEN, Buffalo; WIBX, Utica, N. Y.; WMAS, Springfield, Mass.; WORC, Worcester, Mass.; WFBG, Altoona, Pa.; WAZL, Hazleton, Pa.; WGBI, Scranton, Pa.; WBRE, Wilkes-Barre, Pa.; WKJC, Lancaster, Pa.; WEEU, Reading, Pa.; WJAS, Pittsburgh; WJAR Providence; WNOX, Knoxville; KPRC, Houston; KTSM, El Paso; KSL, Salt Lake City, and WBDJ, Roanoke.

The Kennedy Manufacturing Co., Montreal (Vapex) uses the program in 10 cities in Canada.

Jones and Hare have established their own releasing organization in charge of Barran Lewis, sales manager, with offices at 1775 Broadway, New York. Among the variety of advertising accounts sponsoring this program are distributors of milk, beer, coffee, men's furnishings, package oil, motor cars and service. Household Finance Corp. (personal loans) is using six stations, placed through the Charles Daniel Frey Co., Chicago.

California Press Seeks Libel Law For Radio

WHEN the California state legislature reconvenes in January, the more militant newspaper publishers will promote a radio libel law, it is indicated by the vigorous campaign already being waged by newspapers throughout the state. They have filled columns with statements by the legislators that since newspapers are bound by libel laws, radio should also be restricted. Each station should be made to file copies of every speech going out on the air, the legislators argue. As a matter of fact such a ruling has long been in effect in every station in California.

WSAI, Cincinnati, Nov. 21 was granted a 90-day extension by the Radio Commission of its special authority to operate with an experimental directional antenna, using 1 kw. night and 2½ kw. night.

A Commissioner Defends U. S. Radio

Strengthening of Present System and Removal of Faults Held Better Than Trying Costly Government Operation

By JAMES H. HANLEY
Federal Radio Commissioner

Mr. Hanley

RESPONDING to numerous inquiries for views on the current scholastic debate query regarding the advisability of the United States adopting the British radio system, the Radio Commission's newest member has prepared this paper. After analyzing both systems, he concludes that, though the American Plan has obvious faults, "the best and most economical thing would be to strengthen the radio structures we have erected through years of toil and experience." The Commissioner calls attention to certain weaknesses in the U. S. setup, and proposes some improvements, but observes that the public generally is "pretty well satisfied."

AS A MEMBER of the Federal Radio Commission, representing the fourth zone, which consists of Nebraska, South Dakota, North Dakota, Iowa, Minnesota, Wisconsin, Illinois, Indiana, Missouri and Kansas, I have received numerous requests from debate masters, teachers and students of literature, on the question of the advisability of the United States Government adopting legislation providing for the regulation and control of radio similar to the system now used in Great Britain.

The International Extension University Association and the National Forensic League have chosen this question for their annual debates for 1933-34 season. Colleges and high schools in 28 states have taken this subject for their debates. It is well they so decided, because impassionate and intelligent debate of vital public questions to develop all the facts—their merits and demerits—before reaching a final determination, is the real backbone of democracy and it affords expression for our people proud of their independence and free thinking.

The American System

THE SUBJECT under discussion implies that there are two systems. The first impulse naturally is: *"What is the American System?"* * * * The relative merits of the two systems have been discussed sporadically for some time in and out of Congress, but the question will probably come to a head this winter as a result of the enterprise and ingenuity of the National Committee on Education by Radio representing a group of educators who will appeal to Congress to make a special investigation of radio at home and abroad.

It is contended by this committee that use of radio for education is sorely neglected under the American system and is subordinated to the use of radio for purely commercial purposes. With that general conclusion I am in full accord, although it is my contention that the American system can be changed to meet the demands of the educators without doing violence to its basic principles. It therefore gives me pleasure to make some observations on the relative merits of the two systems.

First, I want to point out some of the merits and demerits of the American plan; then I will do the same with the British system, and at the outset I want to give you the appraisal of the American system made by Senator C. C. Dill of Washington, co-author of the Radio Act of 1927 and a close student of radio development throughout the world. He said in a book recently published:

Private initiative, private capital, and most of all, American business methods of popularizing and developing radio have placed radio in this country far ahead of that of any other country in the world. A forward looking spirit on the part of most of those engaged in the industry in this country, and a liberal policy by Congress have brought radio to its present place. Since Marconi's feat of spanning the Atlantic with radio waves most of the great radio inventions, and by far the greatest radio developments, have been produced by American inventors and American business men. Radio as we know it today is truly an American art developed and used in the American way.

Listener Service First

THIS IS certainly a sweeping defense of our American system, although Senator Dill at times in vigorous terms has pointed out defects in our system of control.

Under our system, service to the listener is the main consideration. Friendly, but spirited, rivalry exists among stations in their efforts to provide interesting programs for listeners. Efforts are made to satisfy the needs and requirements, the whims and fancies, of the various communities and to provide valuable information and high-grade entertainment, thus giving opportunity for expression to every reputable and substantial class or group.

Our plan tends toward national unity, promotes musical culture and appreciation, banishes provincialism and sectionalism, prevents disintegration of our people into classes, and brings to our people, even in remote sections, the inspiration of religion and other messages of men and women of outstanding achievements and mentality. Our people are cemented by common sources of entertainment, economic interests, ideals, problems and dangers, all of which were in the minds of the members of Congress when they, after long and serious debate, adopted the Federal Radio Act of 1927.

That law is the product of an enlightened, alert public opinion. Under it private initiative, private capital, and most of all American business methods of popularizing and developing radio are provided for. It gives to the licensees of radio stations no vested right in the air but preserves that heritage for the benefit of all of the people, to be used in the public interest for the public's convenience, and to meet public necessities, all of which, under our plan, is to be supervised, administered and controlled by the people through the Federal Radio Commission as the agency set up by Congress to represent the people—the listeners. The law has been sustained as constitutional by the Supreme Court of the United States and all other courts having occasion to pass upon its terms and condition. * * *

Nation-wide communication by radio is proving to be a valuable asset to the government at this critical time, keeping the people fully and accurately informed concerning economic readjustments being made to restore prosperity. Our dynamic President takes advantage of radio now and then to talk to the "whole family," giving our people new hope and inspiration by clarifying many complex questions, as, for example, his 13-minute speech regarding the banking situation delivered soon after his inauguration. There the President banished fear from our people regarding their banking institutions and instilled new faith, confidence and respect for our State and Federal governments. Since then he has frequently spoken on other issues with equal effect. The President can, and does, reach in each of his speeches practically the whole nation of over 124,000,00 people with the result that the people have buckled down to hard work with the feeling of confidence that everything will come out all right under the "New Deal." Thus, the citizenry generally are kept better informed than former generations were concerning the functions of our national government and the manifold and complex problems confronting it.

The press, about six weeks ago, carried the following item:

If you have any comments or kicks about radio programs send them along to the Federal Radio Commission. That invitation was extended today by Commissioner James H. Hanley, newest member of the Commission, who took office just six months ago. He wants to get listener reaction and "let the people rule radio" by expressing their likes and dislikes.

"I don't think the people as a whole take enough interest in programs," he said, "I think they should communicate with stations and with the Commission. I would favor a questionnaire at regular intervals to leading citizens, public officials, school teachers, educational societies, clubs and other representative groups to obtain views and information which I am certain would prove most helpful to the Commission."

Although this notice appeared in practically all of the large daily and weekly papers throughout the country, less than a hundred responses came to the Commission or to myself. Those were from all sections of the country, and less than 15 had any serious criticism of our system, and the conclusion can well be drawn that the people, generally, throughout the United States are pretty well satisfied with radio reception.

What's Wrong With System?

THE CHIEF counts against our system are:

There is too much duplication of chain programs, too much offensive sales talk, too few educational programs, too many programs tending to develop religious agitation and too much trafficking in radio facilities; also a tendency towards a monopoly on the part of certain groups.

There is merit to most of these indictments and the Federal Radio Commission is taking steps to remedy most of the defects outlined. Some of the weaknesses of our system can only be remedied by acts of Congress and doubtless some legislation with that end in view will be enacted at the next session.

Personally, I am in favor of more local stations and I am very sympathetic towards the plans of the educators for additional radio facilities.

Steps were taken recently by the Radio Commission which may help solve those problems. We adopted a resolution calling for a study of our quota system, the idea being that a more equitable system may be devised than the one in vogue. At present our allocation is decidedly lop-sided—one-half the states have much more than their share of facilities while the other half are denied facilities due them.

The Commission and the courts have held that programs tending to develop religious agitation are not in the public interest.

Advocates of our present system of radio control point with pride to the fact that 45 per cent of the radio sets in use in the world are to be found in the United States, claiming this is an endorsement of its popularity and superiority.

Public Fears U. S. Operation

WHEN the regulation of radio was before our Congress the question of government ownership and control was thoroughly considered. After much deliberation Congress decided that it would require vast sums to operate a radio system, which would mean an extra tax on our people. Vigorous protest against such a plan by listeners swamped Senators and Representatives.

Under the British system a tax

(*Continued on page 22*)

October Sets Mark For Net Revenues

Oil Accounts Boost Incomes To Year and Half Peak

MARKING the first sizeable increase in network business for any month this year over a preceding month, October gross revenues of NBC and CBS combined amounted to $3,244,153, according to National Advertising Records. This was the highest gross in 1933, representing an increase of more than $1,100,000 over the figure for September, which was $2,102,809.

For the first time this year also the figure was greater than that for the same month of the preceding year. In October, 1932, the two networks grossed $3,035,631. In fact, it was the first time this year the network gross reached the $3,000,000 mark. The October, 1933, gross is the largest since May, 1932.

NBC's share of the October total was $2,130,046, which compares with $2,063,273 in October, 1932. CBS in October grossed $1,114,107, which compares with $972,358 in October, 1932.

It seems apparent, however, that with two more months to account for, despite the large volume of business booked on both networks, the 1933 total is not likely to reach the record income of 1932 which was $39,106,776.

For the 10 months this year the two networks grossed $24,341,528, which compares with $33,041,245 for the same 10 months of last year. Of the $24,341,528, NBC accounted for $16,939,823 and CBS for $7,401,705.

Oil is Chief Gain

A TREMENDOUS increase in oil accounts largely explains the big boost in network business. During October lubricants and petroleum products represented $2,708,578 as against $1,747,518 during October of last year. Radio and phonograph accounts also went up —from $124,812 to $453,536. Declines under October of last year are still shown in most of the other categories, but except for tobacco, foods, beverages, drugs and toilet goods, they are slight.

On the other hand, the classifications almost all show increases over preceding months of this year. Foods and food beverages, for example, went from $654,840 in September to $1,072,032 in October. Drugs and toilet goods jumped from $498,861 to $907,465.

Dedicate Capital Studios

DEDICATION of the new studios of WJSV in the Earle Bldg., Washington, which also serve as the Washington key of CBS, was celebrated with broadcast ceremonies Nov. 23 before a gathering of national and local notables. Addresses were delivered by U. S. Senator Byrd of Virginia, pointing pridefully to the fact that the WJSV transmitter is located in Virginia, and by Judge E. O. Sykes, chairman of the Radio Commission. A message of congratulation from President Roosevelt was also read to the audience by Henry A. Bellows, CBS Washington vice president.

Invents Automatic Fader

A NOVEL device for the automatic fading of network programs for local announcements, operated by two motor controls that effect a gradual fade-out and as gradual return to the network volume level, has been developed by Louis S. Bookwalter, technical director of KOIN, Portland, Ore. Mr. Bookwalter, who formerly was division engineer at WABC, New York, was assisted in the construction of the invention by Earl Denham, KOIN studio engineer. With Mr. Denham he also has just completed a new control room for KALE, the second Portland outlet operated by the PORTLAND JOURNAL.

Trust Case Denied

UPON motion of the Radio Commission, the Supreme Court of the District of Columbia Nov. 14 dismissed the suit of Gerald V. Moore, of Washington, seeking to have the Commission deny the license of W M A L, Washington, operated under lease by NBC, on the ground that the RCA, as the parent company, had been found guilty of violation of the anti-trust laws in the old tube-clause case, and that the Commission therefore was required to revoke all licenses held by RCA or its affiliates. Moore has noted an appeal to the Court of Appeals of the District of Columbia.

Commission's N. Y. Move

REMOVAL of the New York office of the Radio Commission field force from the Subtreasury Building to the 10th floor of the Federal Building, Ninth and Christopher Sts., was effected during the week of Nov. 20. The move was ordered to make way for New York headquarters of the Public Works Administration. Arthur Batchellor is federal radio supervisor in charge of the New York office of the Commission.

New Farm Hour Head

WILLIAM L. KADDERLY, recently appointed director of the U. S. Department of Agriculture's Western Farm and Home Hour on the NBC-KGO network, made his debut Nov. 20 from San Francisco, succeeding R. H. Lamb, who was in charge of this program since its inception in 1931. Mr. Kadderly since 1924 has been in charge of KOAC, Oregon State College station at Corvallis. Alan Dailey, sent from Washington to act as program director after Mr. Lamb's resignation, introduced Mr. Kedderly to the audience, and he is now being heard daily.

New California Group

STARTING Nov. 20, a new regional network was inaugurated in Southern California. It is known as the California Broadcasting System. KMTR, Hollywood, is the key station, with KREG, Santa Ana, and KGER, Long Beach, as the other outlets. This group is independent of the cooperative Southern California Network of five stations keyed from KFWB, Hollywood, which started Oct. 31.

WIND Gets License

WIND, Gary, Ind., was awarded a full-term operating license by the Radio Commission Nov. 24 in a decision cancelling a hearing on an application of the State Investment Co., of Chicago, which had applied for the Gary station's facilities. The investment company, the Commission said, had defaulted its application by failing to appear at the scheduled hearing Nov. 10. Former owners of WIBO, Chicago, which formerly occupied the WIND channel, had filed the application.

CONNECTICUT Brewers Association is planning a cooperative campaign for its 11 members, using radio and newspapers.

Midnight Feature Proves Profitable Commercial Experiment Over WJR

CROWLEY-MILNER, Detroit department store, took a chance on a late hour broadcast over WJR and other local stations and was delighted with the results reflected in the following morning's business. Lee Fitzpatrick, manager of WJR, conceived the idea of making the time around midnight profitable both to his station and a daring advertiser. He made the proposal to Clay Pollam, advertising manager of Crowley-Milner. The result was a variety program on a five-station hook-up broadcast from 10:30 p. m. until 1 a. m.

Billy Repaid was brought from Chicago to do the announcing, and the entire line-up of WJR talent was used. The program was the longest commercial ever presented in Detroit. The NRA with approaching higher prices was stressed in commercial talks, but a general 10 per cent discount was offered for the sale following the broadcast.

Crowds mobbed the store the following day, and record sales were made in many departments. The Crowley-Milner Day sale is an annual event, but this year Pollan reversed the customary policy by giving radio a larger proportional share of the advertising appropriation than newspapers.

White Joins Visomatic

MAJ. J. ANDREW WHITE, pioneer announcer and former president of the old Columbia Broadcasting System, has joined the staff of Viscomatic Systems, Inc., 292 Madison Ave., New York, a company engaged in producing and distributing a new visual-sound medium employed in auditoriums for sales, education and entertainment. He has apparently dropped his plans to organize the Broadcast Producers Group as a trade association of independent program agencies.

Monthly Expenditures for Network Time By Classification of Accounts

(January-October, 1933)

NETWORK RADIO BROADCASTING CLASSIFICATION TOTALS FOR 1933

Classification	January	February	March	April	May	June	July	August	September	October
Automotive Industry	175,926	170,701	214,892	126,101	121,378	114,851	127,734	234,381	209,387	261,383
Building Materials	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	6,100	30,040
Cigars, Cigarettes & Tobacco	361,019	334,230	364,249	239,278	206,870	241,288	162,355	186,875	113,277	133,697
Clothing & Drug Goods	21,450	38,900	46,593	51,627	52,900	21,993	8,910	5,232	24,429	46,308
Confectionery & Soft Drinks	144,735	100,217	119,624	103,162	32,623	37,786	38,264	38,786	79,926	188,468
Drugs & Toilet Goods	706,788	645,696	719,087	597,543	550,035	518,918	470,013	356,920	498,861	907,465
Financial & Insurance	84,606	75,529	85,871	82,370	85,870	92,721	79,110	88,713	95,432	93,704
Foods & Food Beverages	749,660	721,629	859,921	766,968	712,533	607,369	542,151	571,306	654,840	1,072,032
Garden	Nothing	3,313	6,625	8,984	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing
House Furniture & Furnishings	32,103	50,182	77,401	43,079	43,765	16,383	23,305	37,680	Nothing	11,496
Jewelry & Silverware	2,365	3,234	3,234	1,617	Nothing	Nothing	Nothing	Nothing	927	4,712
Lubricants & Petroleum Products	318,921	291,848	294,247	280,612	303,951	236,148	220,147	237,694	243,479	281,531
Machinery & Mechanical Supplies	8,853	11,804	Nothing	6,632	Nothing	Nothing	Nothing	Nothing	Nothing	5,718
Office Equipment	13,082	11,400	7,285	5,577	Nothing	Nothing	Nothing	Nothing	Nothing	25,138
Paints & Hardware	8,128	11,914	13,348	6,423	11,207	11,814	9,411	7,428	14,595	13,773
Radios, Phonographs & Office Equipment	54,367	35,600	57,275	35,600	44,491	44,261	18,850	45,601	59,679	57,812
Schools, Camps & Correspondence Courses	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	56,613
Shoes & Leather Goods	8,743	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing
Soaps & Housekeepers' Supplies	78,953	73,560	94,261	76,626	81,504	71,158	59,282	70,269	92,414	35,634
Sporting Goods	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing	Nothing
Stationery & Books	32,613	36,289	33,243	17,695	17,067	8,261	3,755	Nothing	Nothing	1,902
Travel & Hotels	Nothing	Nothing	2,914	3,643	13,356	31,445	49,476	22,952	Nothing	Nothing
Miscellaneous	9,038	11,715	13,495	12,127	9,593	10,799	3,644	3,644	9,463	16,727
	$2,811,350	$2,627,761	$3,013,565	$2,465,664	$2,287,143	$2,065,195	$1,816,407	$1,907,481	$2,102,809	3,244,153

Dill Blames Wire Line Charges For Undue Sales Talk On Air

Sees "Much Justice" in Transcription Demands; Radio Legislation Depends on Roper Report

"UNJUST and indefensible" charges by the American Telephone & Telegraph Co. for lines used in broadcasting constitute an "evil which must be stopped" and which in the final analysis is responsible for criticism of commercial programs, Senator Dill (D.) of Washington, declared Nov. 18, just before his departure from the capital for his home state. He discussed also other radio issues with particular reference to possible legislation.

Asserting that he is taking steps with the hope of bringing about an equitable readjustment of line tolls, the Senator said that high payments by networks and stations to the telephone companies make necessary the assessment of high rates upon radio advertisers.

Sales Talks and Rates

"IF ADVERTISERS did not have to pay so much for their time on the air, it would not be necessary for them to hammer home their commercial message," the Senator said. "If the broadcaster were relieved of the burden of excessive line rates, he would be enabled to pass along the savings to the advertiser in the form of reduced rates for time, and the advertiser then would be in a position to alter his method of advertising and temper sales talks.

"Moreover, if the charges were reduced, the Commission then would be in the position to demand that advertising be cut down somewhat in proportion to the rest of the program."

Senator Dill said he had asked the NAB to collect for him all information available on line charges. He said that he would not formulate his plans until that information is at hand. He declared that the networks and stations each year spend "millions" for telephone line charges. Unofficially, it is estimated that between $8,000,000 and $10,000,000 is paid to the telephone companies annually by the broadcasting industry for network hookups, remote controls and other long lines service.

Short Waves as Solution

IMPROVEMENT in short wave transmission, Senator Dill declared, might prove the solution of the wire line problem, as short waves might be employed to replace wire lines in program distribution. While short waves at this time may not be as reliable for all purposes as land lines and while it appears they are not suitable for short distance relays, he declared the idea warrants thorough study.

Senator Dill also pointed out that modern receivers make possible the reception of distant stations and that improvements in equipment should make short wave relays in broadcasting technically feasible. Alluding to the recent suggestion of Commissioner Harold A. Lafount that government short wave stations be established to transmit educational and public service programs, the Senator said he believed that the entire country could be reached with the aid of several powerful short wave stations.

Supports Lafount's View

WITH RESPECT to educational broadcasting, the Senator declared he concurred in Mr. Lafount's view that it would be far more economical and justifiable to originate a single program, perhaps under government auspices, and relay it by government short wave to regular broadcasting stations than to have a multiplicity of universities arrange individual educational broadcasts.

Referring to the action of the NAB at its convention last month urging the Commission to eliminate present restrictions on electrical transcription announcements, Senator Dill said that while he had not given much thought to it he believed there is "much justice in the demands of the transcription people that they be put on an equal footing with the network people, since there are mechanics in both methods of presentation."

Whether Congress will enact new radio regulatory legislation at the forthcoming session, which begins Jan. 3, is problematical, Senator Dill declared. Presumably, the interdepartmental committee designated by Secretary of Commerce Roper, of which Senator Dill himself is a member, will urge centralization of all communications upon Congress through President Roosevelt, but the Senator said any legislative plans must await submission of that report.

Study Near Completion

THIS COMMITTEE has been engrossed in study for several months, with Maj. Gen. C. McK. Saltzman, former chairman of the Commission and now vice president of the Merchant Fleet Corporation of the Department of Commerce, as vice chairman and nominal head. It is understood that this committee has completed the first draft of its report and hopes to have the completed document in the hands of President Roosevelt at least a fortnight before Congress convenes in the hope that the President may see fit to incorporate the recommendations in his message to Congress.

It is believed that the report will recommend creation of a Communications Commission to absorb the Radio Commission and to exercise full jurisdiction over radio, cables, wire lines, telephones, and, in fact, all communications activities other than those of the military services. Presumably, also, unification of external communications as a natural monopoly will be advocated.

Insofar as regulation of broadcasting is concerned, it is believed that the only drastic recommendation will be for full or partial nullification of the Davis equalization amendment, which has been the target of practically all groups identified with broadcasting including the commission itself. So far as is known, no additional regulation of broadcasting rates is contemplated.

The interdepartmental committee, it is understood, has yet to decide what it will recommend in the matter of Commission organization. Numerous other issues brushed outside at the outset of its deliberations as "detail matter" also await determination.

Senator Dill declared that Congressional action on radio would depend largely upon the nature of the recommendations of the Roper committee. He pointed out that the Interstate Commerce Committee, charged with radio legislation, of which he is chairman, will be confronted with much railroad legislation. Hearings probably would be desirable on any radio legislation, he said.

His oft-expressed view that the Commission, in its present form, is not justifying its existence, was reiterated by the Senate radio leader. There is not sufficient work for a five-man body as it is now functioning, he declared, and the agency might be reduced without loss of efficiency, or absorbed by another department if a general Communications Commission is not established. He indicated that lack of iniative on the part of the Commission itself might be responsible for the dearth of activity.

Senator Dill plans to remain in his home state until Christmas, when he will return to the Capital to prepare for the opening of Congress.

REPORTS that CBS is contemplating a public issue of stock have again appeared in New York, but officials of the network declare that they know nothing whatever about the proposal.

Finch Radio Ticker Tape

LETTERS patent No. 1,932,579 have been issued by the U. S. Patent Office to W. G. H. Finch, chief engineer of Hearst's radio-operating subsidiary, American Radio News Corp., on an 8-pounder ticker tape device which he has invented. The small portable unit can be attached to an auto radio or any other type of receiver to print out messages transmitted by special code on any assigned wave length. It is said to be the smallest automatic radio printer ever devised, and considerable possibility is seen in it for police, office and other radio development requiring printed records of received messages.

Pork Packer Host At Customer Party After Studio Show

Merchandising Wins Backing Of 5,000 Retail Dealers

HOW TO MERCHANDISE a radio program effectively is a problem that faces many advertisers utilizing the radio medium. John J. Felin & Co., Inc., Philadelphia pork packers, after studying this problem, is solving it in a way which is bringing interesting results.

This company sponsors three programs a week featuring its sausage and scrapple—two morning programs and one in the evening. In Philadelphia proper, the company has some 5,000 dealers handling its products, yet any one of these dealers may handle anywhere from two to five other brands of pork products. In spite of consumer demand developed through consistent advertising, the company realizes that the dealer stands, nevertheless, at the deciding point-of-sale position and that his influence and good will are essential to the success of a product.

Tickets Given Customers

IN ORDER successfully to bring his attention to the radio campaign, the following merchandising plan has been adopted. The Monday evening program, a half-hour variety show with a large orchestra, is presented on the stage of the auditorium studio of WCAU. The auditorium accommodates more than 250 guests. Each week 125 Felin customers are allotted two tickets apiece, regular theatre tickets in envelopes, for which they must sign receipts.

The evening begins with an inspection of the WCAU studios, a personally conducted tour with engineers explaining the mysteries of the modern radio station technique. The doors to the theatre close 15 minutes before the program starts, and William E. Felin, president of the company, is introduced by a member of the Al Paul Lefton Co., his advertising agents. Mr. Felin welcomes his guests and speaks a few words about the advertising and the products. The program director of WCAU follows with a few words about the program.

Reception Follows Program

FOLLOWING the theatrical program there is a reception at which sandwiches, beer, soft drinks and cigars are served. Joseph E. Murphy, general sales manager, and his sales foreman act as hosts.

To date the plan has met with complete success. Following the broadcasts many of the guests introduce themselves to Mr. Felin, congratulate him on the show and express interest in seeing a radio broadcast for the first time.

USING the same title as his radio feature, "The Voice of Experience," sponsored by Wasey Products, Inc., New York, Sayles Taylor, creator of the feature, has joined PHYSICAL CULTURE Magazine to conduct a personal problem department along the same lines.

McClelland Plans Full Net Operation By Fall of 1934

Project Incorporated in N. Y.; Details are not Disclosed

FULL commercial operation by the fall of 1934 is the objective of the new network project being launched by George F. McClelland, former NBC vice president. Since incorporating Nov. 15 as Broadcasting Stations Corp., in New York state, Mr. McClelland is proceeding with his organization plans.

In an interview with BROADCASTING, Mr. McClelland declared he is not prepared to divulge detailed information about his project, aside from the fact that preliminary arrangements have been made along sound business lines. Unlike other chains, he explained, stations affiliated with it, under present plans, will be mutually interested in the network. They will be reimbursed for network overhead and will share in the profits. Stations will pay line charges from the nearest terminal.

Officers Not Named

IT IS probable that the network eventually will be known as "Associated Broadcasters, Inc.," or some similar title using the word "Associated." Steps now are being taken to clear up the title. Officers and directors of the operating company have not been named. Aside from Mr. McClelland, other individuals mentioned in the corporation charter issued to Broadcasting Stations Corp. are not to be identified in the network and were named simply to meet legal requirements.

Aside from the fact that outlets will be available in all major markets and that national coverage is contemplated, nothing was divulged by Mr. McClelland as to prospective station affiliates. It is presumed that the operating arrangements with stations will be made as attractive as possible with a view to linking certain existing chain stations in the enterprise.

Operating Not Immediate

MR. McCLELLAND asserted that six months may elapse before plans for the network are fully crystallized. Full commercial operation is contemplated by the fall of 1934, when the peak broadcasting season begins.

Mr. McClelland's pioneering work in commercial broadcasting and his many contacts with national advertisers and agencies have established him as one of the outstanding figures in the industry. Shortly after his resignation from NBC Oct. 20, he declined a position as vice president and radio executive of Lord and Thomas, national advertising agency, at a high salary, to press forward his network plans.

Many Keys Planned

REPORTS originally published that the new networks would emphasize news features were said to be without basis. Programs will not differ radically from those of the existing networks, it was pointed out, although it is planned to key many programs from affiliated stations rather than originate virtually all of them from a New York key.

Proposals have been made to turn over to Mr. McClelland the studios and executive offices of the defunct Amalgamated Broadcasting System at 501 Madison Ave. He is non-committal about the proposition, however. Also available are the old NBC quarters at 711 Fifth Ave., vacated last month when NBC moved to the RCA Building in Radio City. Mr. McClelland now has temporary headquarters at 21 East 40th St.

Big Cigarette Accounts All Back on Networks; Record Seen for 1934

TWO MAJOR cigarette accounts, which started over widespread CBS networks Nov. 28, have brought back to radio all of the leading cigarette brand names. Although tobacco accounts, including cigars and smoking tobacco, are still lagging this year considerably behind last, there is every reason to believe that the 1934 total, taken together with that of December this year, will considerably exceed any preceding years.

The newest account signed is R. J. Reynolds Tobacco Co. (Camels) which on Nov. 28 started Glen Gray's Casa Loma orchestra, the Do Re Mi trio and other stars on 80 CBS stations, Tuesdays and Thursdays, 10-10:30 p. m. Liggett & Meyers Tobacco Co. (Chesterfield) on the same day returned to the air with Leopold Stokowski and the Philadelphia orchestra over 68 CBS stations, daily except Sundays, 9-9:15 p. m.

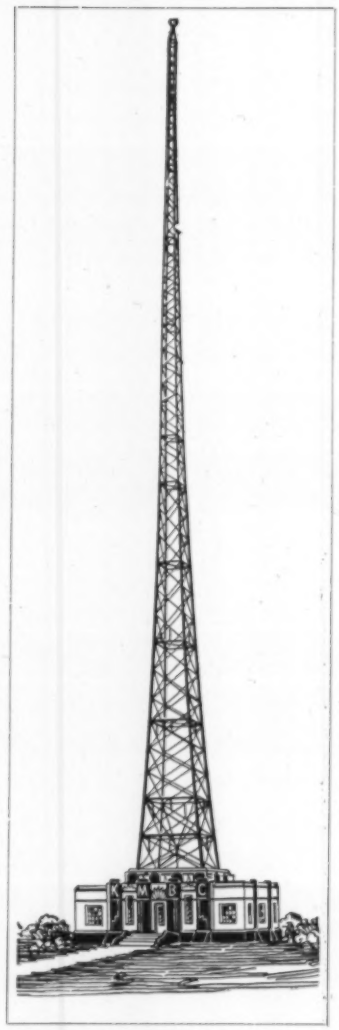
P. Lorillard Co. (Old Gold), first cigarette account to come back to radio after the recent price war led all of the concerns to curtail their radio and other advertising budgets, recently renewed Fred Waring's Pennsylvanians and artists on a CBS network. American Tobacco Co. (Lucky Strike), formerly the leading buyer of time among the tobacco companies, recently resumed with Jack Pearl over an NBC-WEAF network for one half hour period weekly, while Phillip Morris also recently renewed on an NBC-WJZ net.

"True Story" Back

TRUE STORY magazine will return to the air, after a long absence, on an NBC-WEAF network on Jan. 7, with 45-minute broadcasts each Sunday. The exact station line-up has not yet been determined. The program will consist of dramatizations under the title "The Court of Public Relations," life stories being presented in trial form, with the radio audience as the jury.

Quaker Oats to Expand

QUAKER OATS Co., Chicago, is planning to expand its radio activity for its milk bath product, Lavena. The company has been testing with announcement on a few small stations for several months and now plans to use transcriptions on a wide list of stations. Account is handled by Lord & Thomas, Chicago.



KMBC's Plant Opened At 42-Hour Dedication

SALUTED over a nation-wide CBS network, KMBC, Kansas City, inaugurated its new modern transmitter at Johnson City, Kan. Nov. 25, with a 42-hour broadcast that included a novel "radio listeners' marathon." Early in the evening George Jessel, Vera Van and Freddie Rich paid tribute to KMBC over the network from New York, and KMBC went on the air for a half hour before midnight with the governors of Missouri and Kansas, the mayors of the two Kansas Citys and other features. Then, after midnight, a salute was heard from Ted Fiorita's band in California.

KMBC's new 300-foot mast, located on a high slope, can be seen for 30 miles around Johnson City with its indirect lighting producing a weird modernistic effect at night. It is a vertical radiator of the latest type resting on a modernistic building that serves as its base and encloses two modern transmitters, technical equipment and a complete kitchenette apartment for operators. The building is surfaced with striking panels of black and white glass.

The apartment "glorifies the operator's home life" with its unusual accoutrements. The landscaped six-acre tract has been dedicated as a public park.

Two Regional Chains Begin Test Operation; WMCA Plans Withheld

"TEST OPERATIONS" are being undertaken by two regional networks in the East, with future plans to depend upon general developments. WMCA, New York, operated by the Federal Broadcasting Corp., is keying programs to outlets in the New England area via A. T. & T. lines, but John T. Adams, its president, has declined to make any statement beyond the assertion that the station is feeding programs on a test basis.

The second regional chain, in a fashion performing as successor to Ed Wynn's ill-starred Amalgamated Broadcasting System, is feeding a half-dozen stations on a program interchange basis, and has been incorporated as the General Broadcasting Co., with Paul Harron, of Philadelphia, operator of WPEN, Philadelphia, WFAB, New York and WTNJ, Trenton, as president.

Using the same Western Union lines employed by Amalgamated before its bankruptcy Nov. 1, stations aligned with the group are interchanging programs on a predetermined schedule. It was stated, however, that the operations are still experimental and that no commercial network features have yet been aligned.

Others on Network

IN ADDITION to the Harron stations, other stations participating in the mutual venture are WDEL, Wilmington, Del., WCBM, Baltimore and WOL, Washington—all previously aligned with Amalgamated. The chain operation has been maintained from 7 p. m. to midnight EST, but it is later planned to operate full schedule. Plans for a full-time outlet in New York, to fill in as key when WFAB part-time station, is not in operation, are reported under way.

Horace L. Lohnes, Washington attorney, is counsel for Mr. Harron and has handled organization matters, along with T. A. M. Craven, Washington consulting engineer also retained by Mr. Harron. It is understood that C. R. McCullough, Mason-Dixon group, representing WDEL, John Elmer, WCBM, and E. M. Kimsey, WPEN, are officers of the newly formed chain.

In connection with the WMCA operations, it is reported that the station has completed arrangements for A. T. & T. lines under contract but that intermittent service only on a test basis has been given WNBH, New Bedford, Mass., WPRO, Providence and WHDH, Boston. At least one commercial account, it was reported, already has been broadcast over this group.

Beyond the statement that test programs are being broadcast at the request of certain stations, Mr. Adams would say nothing for publication concerning his plans. Full-time service is being rendered. From other sources reports persist that the project will move south through Philadelphia, Baltimore, and Washington, and later will take in major markets in the Middlewest.

Commission's Engineers Break Down Broadcast Waves in Four Classes

UNDER instructions from the Radio Commission, engineers of the Commission's broadcast section are making technical evaluations of the frequencies in the broadcast band in four district categories as the basis for a proposed revision of the existing quota system suggested by Vice Chairman Thad H. Brown in a resolution adopted Oct. 31.

With the completion of this study, it is learned, the Commission will proceed with its own "fact-finding" inquiry of existing regulations governing quota distribution in the hope of working out a new yardstick by the first of the year. The present system, Col. Brown said, appears to be outmoded and obsolete, having been adopted in 1930.

One of the fundamental discrepancies seen in the present arbitrary quota system is the evaluation of all frequencies in the broadcast range from 550 to 1,500 kc. on the same basis, whereas engineering opinion is that frequencies at the lower end of the spectrum are more valuable than those at the upper extremity.

The engineering division was instructed to break down the broadcast band into four classes, ranging from 550 to 780 kc., 790 to 1020 kc., 1030 to 1260 kc., and 1270 to 1500 kc., and to evolve quota unit evaluations for each class of frequency in proportion to propagation and coverage characteristics.

NBC Technical Employes Form Union; Higher Pay Scale Acceptance Seen

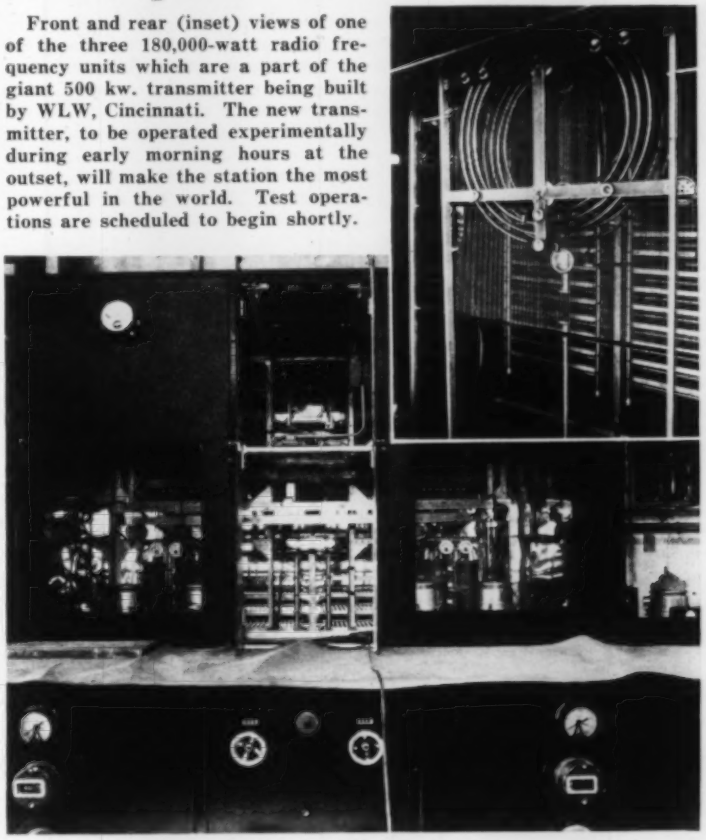
AN INCREASE of $250,000 a year in the technical staff pay roll of NBC is expected to result from an agreement tentatively reached by the network with the newly formed Association of Technical Employes of NBC, a union of engineers and operators. Agreement was reached on such a plan Nov. 25, it is reported, and awaits only the signature of Richard C. Patterson, Jr., NBC executive vice president.

According to P. I. Merryman, Washington NBC engineer designated as public relations representative, the association was formed at a week's session in New York with the drafting of a national constitution and agreement upon a new wage scale. B. M. Webster, Jr., former general counsel of the Radio Commission, is counsel for the association. Tentative agreement on the pay scale was reached Nov. 25 by Mr. Webster and P. J. Hennessey, NBC counsel, Mr. Merryman informed BROADCASTING by telegram.

Participating in the conference as national council representatives of local chapters of the association were F. A. Wankel, New York; E. G. Eisenmenger, Chicago; D. A. DeWolf, San Francisco; Mr. Merryman, Washington; A. H. Butler, Cleveland; A. H. Korb, Schenectady, and V. J. Duke, Denver. T. H. Phelan was listed as engineering representative.

Mr. Merryman reported that both parties are expected to sign the agreement.

To Pump Half Million Watts for WLW



Front and rear (inset) views of one of the three 180,000-watt radio frequency units which are a part of the giant 500 kw. transmitter being built by WLW, Cincinnati. The new transmitter, to be operated experimentally during early morning hours at the outset, will make the station the most powerful in the world. Test operations are scheduled to begin shortly.

Advertising and the New Deal

(*Continued from page 9*)

interference where unselfish and progressive minds are at work to mend what is broken. The New Deal is not the enemy of legitimate profits. * * *

Self-organization, and not organization, is the motto of the New Deal. And the more we have of self-organization, the less will the government be driven by public opinion to occupy itself with organization. The advertising profession can take that slogan and make it a byword in every household. For there is no need for compulsion where there is sincere cooperation. There is no need for paternalism, where there is self-organized public-spirited initiative. With self-organization goes self-control and, if necessary, self-denial. * * *

Mirror of Our Times

THE PECULIAR feature of advertising is that it alone envisions the entire economy of the country. It is more than a great industry by itself. It is a mirror which reflects our economic life as a whole. And if we would look into that mirror and study the state of our domestic market, a market which has comprised as much as one-half of the total internal commerce of the globe, we might perceive the immediate problems and tasks of our times.

What are they? Only the other day it was brought home to me that in the heyday of our prosperity we produced in the United States but 24 million suits of men's clothes annually. We know that a couple of million people in this country own several suits of clothes each. The inescapable conclusion is that the majority of the American men are able to buy a suit of clothes only once in two or three years. Yet we have the cotton and the wool and the manufacturers, and the equipment and the labor to produce at least three or four times that quantity. And you know that we have the advertising facilities to help market that quantity of goods of first necessity.

This will serve as an illustration of the condition of under-consumption prevailing in this country. Undoubtedly, there are many present here tonight who could cite better and more striking illustrations of the state of under-consumption. Yet advertising can prosper only on consumption, and advance only with the advance of consumption. What a market and what an opportunity for service are here presented for the advertising profession if it were to devote itself to the solution of the problem of under-consumption, a problem which involves the standard of living of 18 million-odd American families.

The New Deal inevitably opened with efforts to cure the evils of over-production. But there would hardly be a problem of over-production if chronic under-consumption were to be eliminated. We are gradually moving in the direction of tackling that condition. We must devise ways and means to manage consumption. Creative minds have to be set to work to lift the standard of living of the great poverty-stricken masses of our population. This is not only a problem of domestic markets, a problem of economics; it is a social problem as well. It is the best insurance against social disturbance and for social peace and progress.

Under the New Deal, the consumer has come into his own. The future belongs to the consumer, for everybody is a consumer. The modern equivalent for the term, the people, as employed by the founders of this Republic, is the consumer. The interests of the consumers are the interests of the country. Satisfying the needs of the consumers is the best way to permanent social progress. You are the servants of the consumer, just as I, as a journalist, am the servant of the reader.

It is clear, morever, that precisely as all journalism consists not in mere writing, but in writing to someone, the advertising profession must of necessity continue its policy of addressing its appeal in terms of the particular section of the public to which it wants to sell certain products. * * *

Job of the Advertisers

CONFRONTED with a home market of untold dimensions, we yet lack the key with which to open it. Yet the key must be found. The various proposals for the raising of the purchasing power of farmers and workers, including, perhaps, the widening of the scope of consumer credit, demand inquiry and public discussion. We have an overabundance of resources, of raw materials, of mechanical power, of financial credit. On the other hand, we have an immeasurable potential market. Surely we can connect the two. Surely we can find the key to a new system of distribution, if we but have the will to pursue the quest and the open minds needed to achieve the goal.

The advertising profession can perform a priceless service by attacking in a constructive spirit the vital problems which other organs of public opinion have failed to attack. The advertising profession has indirectly been leading and influencing public opinion for many years. It can take the lead again in tackling the questions of under-consumption and mass purchasing power. And those that take their cue from the advertising business are sure to follow suit and to cultivate in the public consciousness not the archaic notions of yesterday, but the challenging problems of today, and the even more challenging problems of tomorrow.

Mae West for Hind's

MAE WEST will join the ranks of radio headliners, sponsored by Lehn & Fink Products Co., New York (Hind's Honey and Almond Cream), over an NBC network, as soon as the station lineup can be cleared, according to reliable reports. No announcement has been made by either the agency or the network to date, but the fact that all other arrangements have been made is not denied. The network is expected to be from coast-to-coast, its exact extent depending on what arrangements can be made for scheduling a half-hour show, having regard to the congested state of night time on the networks this winter.

XUM

Relentless Drive on Texas "Outlaws" Promised as Dalrymple Aids Prosecution

Commission Counsel Says U. S. Authorities Won't Let Up; Criminal Cases Loom; Intrastate Pleas Rejected

Mr. Porter

THERE will be no letup by the federal authorities in their drive against alleged "bootleg" or unlicensed broadcasting stations in Texas, George B. Porter, acting general counsel of the Radio Commission, stated Nov. 17 after the Department of Justice had made known the appointment of Maj. A. V. Dalrymple, former director of the now defunct Prohibition Bureau, as special assistant to the Attorney General on radio investigation.

Mr. Porter estimates there are 40 to 70 illegal stations now operating in Texas. The Commission early in November dispatched Ben S. Fisher, assistant general counsel, and Andrew D. Ring, broadcast engineer, to Texas to aid in several prosecutions. Maj. Dalrymple joined them about Nov. 15.

First Cases Balked

THE FIRST criminal prosecutions —those against the Rev. Sam Morris of Stamford and Curry Jackson of Abilene—led to disagreed juries on Nov. 13, but Jackson on Nov. 25 was retried, convicted and sentenced to 10 days in jail. Convictions were also obtained against Albert H. Cox and Fred Bitterman in federal court at Waco Nov. 20. The first permanent injunction proceedings were against Henry Clay Allison, of Fort Worth, operator of the unlicensed KYRO, which was heard before a federal master in that city in October. Mr. Porter himself went to Texas to handle the case. A temporary injunction from the federal district court took the station off the air pending decision on the permanent injunction.

Federal inspectors have obtained a fairly complete record of the numerous "outlaw" Texas stations and they will be prosecuted, either criminally or in injunction proceedings, if it takes all winter, according to Mr. Porter. The plan is to have Maj. Dalrymple work with district attorneys in the prosecutions, relieving Mr. Fisher and Mr. Ring, and the federal district attorneys are under orders of the Department of Justice to prosecute relentlessly.

The Texans, for the most part, enter the plea that their stations are of such extremely low powers that they must be regarded as intrastate in character. The Washington authorities insist that no station can conceivably operate outside of interstate commerce, and quote various federal courts and the recent decision of the U. S. Supreme Court to uphold their views. The Supreme Court, in the WIBO case, held that "no state lines divide the radio waves and national regulation is not only appropriate but essential to the efficient use of radio facilities."

The fact that the first two criminal cases led to disagreed juries will not discourage further prosecutions, and in fact a criminal action will be undertaken against Henry Clay Allison at Houston, on Dec. 4, according to Mr. Porter. "It is physically impossible to operate a radio station in intrastate commerce," he said. "If we can't get jury convictions in Texas, we will enjoin each and every operator of an unlicensed station if it takes us 10 years and we have to file 10,000 bills of complaint."

The federal prosecutors will retry Rev. Sam Morris at Stamford; on Nov. 24 were to try injunction proceedings against a so-called "Voice of Labor" station (WCOL) at Houston; on Nov. 27 were to prosecute E. J. Turner and Dick Sayre at Sherman; on Dec. 6 will try Ben O. Bracken on criminal charges at El Dorado, Ark., and on Dec. 11 will try F. H. Meier and E. J. Turner on criminal charges at Lubbock.

NBC ADMISSION FEE
Controls Heavy Visiting Traffic at Radio City Studios

THE PAID admission system has been applied to radio studios for the first time by NBC to control the heavy visiting "traffic" in its new headquarters in Radio City, New York. From 11 a. m. to 11 p. m. any one desiring to inspect the broadcasting facilities may obtain a ticket for 40 cents, and be conducted by a special guide through the 10-story block of studios and control rooms. Each tour lasts about an hour.

The tour does not include admission to any studio during a broadcast performance. The itinerary has been worked out to give visitors an opportunity of seeing the main control room, master control board, power room, traffic communication system, air-conditioning plant, "clover-leaf" studio, a speakers' studio, the main auditorium studio (from one of the visitors' galleries) and a museum containing exhibits illustrating the growth of broadcasting.

No figures have been made available as to the number of persons who took advantage of this system during the first few days of its operation, but it is definitely proving of great help to the maintenance division of NBC in reducing confusion to a minimum.

TUNING IN ON THE WORLD
Short Wave Relays From Foreign Capitals On NBC Nets Make International Reception Commonplace

THREE noteworthy short wave relay rebroadcasts were carried over NBC networks, coming via circuits RCA Communications, Inc., during the last fortnight. Together with the 15 pickups via RCA and A. T. & T. radiophone circuits, from as many foreign capitals during the NBC inaugural week in Radio City and the NBC reciprocal short wave broadcast "around the world" scheduled for Dec. 1 to be sent abroad for rebroadcasting as well as to be heard on the combined WEAF and WJZ network, these broadcasts marked what might be termed an era of everyday transmission and reception to and from the far corners of the world.

Russia was heard on an American network for the first time Nov. 17 when Commissar Maxim Litvinoff, speaking from the White House in Washington, held a two-way conversation with Madame Litvinoff in Moscow. The conversation, later widely published verbatim in the press, was ararnged by NBC and broadcast nationally on the NBC-WJZ network.

Litvinoff spoke via Rocky Point, Long Island, over an RCA circuit on 25 meters, to Berlin, whence it was carried by land line to Moscow, and Mme. Litvinoff spoke by land line to Berlin, and thence by radio to Riverhead, Long Island. The synchronism of the conversations was perfect. Reception was also clear.

On Nov. 20, speaking from RNE, Moscow, President Kalinen of the Soviet Republic, addressed the American audience directly over a 25-meter wave. Reception was not quite so clear as the Litvinoff exchange, but the translation of Kalinen's speech by Harry Jimmack was fairly well heard by NBC-WEAF network listeners.

The same day NBC succeeded in making nine short wave contacts with Lieut. T. G. W. Settle's stratosphere balloon as it ascended nearly 11 miles into the upper atmosphere. Two-way conversations between the balloonists and network and government officials and announcers in New York, Chicago, Akron and Washington were carried on and rebroadcast. The "highest studio" broadcast had been signed exclusively by NBC, with the CHICAGO DAILY NEWS, half owner of WMAQ, as co-sponsor of the flight.

New Audition Policy

THE PRACTICE of granting auditions to all applicants, a program policy of WINS, New York, the last two years, was abandoned Nov. 16; Don Clarke, program director, announced. Hereafter only soloists recommended for audition by musicians, producers and entertainment critics of recognized judgment will be heard, and then only by special appointment. The only exception to this rule will be persons who have developed a program which is built around some specific idea; such artists will be granted auditions on their personal application if the idea seems to justify the hearing.

Audition Broadcast Tested Over NBC

Prospects Remain at Agencies; WMCA Tries New Plan

IN THE BELIEF that reception of an actual program over the office radio set in advertising agencies enables prospective sponsors to get a better idea of what program material is available than from formal auditions, NBC tried the experiment of broadcasting its auditions during the week of Nov. 13. During a half-hour period each afternoon talent was presented in an original production. Some of the talent not only had not been heard before over the network, but had not even been auditioned privately.

Agencies Are Notified

PREPARATORY to launching the experiment, NBC sent out a preliminary telegram to advertising agencies straight across the country, explaining the new scheme and emphasizing that the network's officials felt it provided an opportunity for prospective sponsors to realize just how such a program would work for them in promoting sales. Two subsequent telegrams called attention to the talent scheduled for the following day and the time and stations selected. WEAF's network carried all the programs at the same time on consecutive days. During the week "Mutt and Jeff," "The Poet Prince" (Anthony Frome), Phil Cook, Harold Levy's Musical Show, and "The University of X" were presented.

The response was considered highly gratifying by network executives, who stated that interest in the various acts had been aroused in several different quarters. It was too early, however, to point to actual business that might follow from inquiries received.

WMCA's New Policy

SIMULTANEOUSLY with the announcement of NBC's new policy, it was disclosed that WMCA will try a radical departure in program auditioning. The first experiment was on Nov. 13, when Pappy, Zeke and Ezra, a hillbilly ensemble, auditioned for more than a score of New York advertising agencies at one time.

The plan, which will be used in future for more and more shows if actual experience proves its feasibility, is to conduct the studio presentation of the show in the ordinary way, but to invite representatives of all agencies with radio departments to hear it in the "Little Theatre of the Air," an auditorium in the WMCA building with a capacity of more than 100. The number of reservations for the first audition on these lines was gratifying, and executives of the station feel that the expense of auditioning under the present system will be greatly reduced by their new plan.

AMENDMENT of the radio rules and regulations under which no part time station may broadcast commercial or sponsored programs during hours assigned for program tests or experimentation, was ordered by the Radio Commission Nov. 21.

Certainly WLW costs more but—

can you afford anything less?

"the nation's station"

¶ A series of current surveys of the midwest market which show the public preference for various products is available. Advertising executives may obtain copies by making inquiry on their letterheads and stating the kind of products in which they are particularly interested.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., *President* **CINCINNATI**

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Tugwell Opposition

OPPONENTS OF the Tugwell bill have at last become articulate. Well-planned campaigns to have the measure stripped of its destructive provisions—provisions which they contend would all but scuttle legitimate business and advertising in the food, drugs and cosmetics fields—are under way. These developments are reassuring. Only by a united front on the part of the groups affected can safe and sane legislation be obtained. Facing the new offensive, the Tugwell bill apparently has little chance of enactment in its present drastic form. A few months ago, the ways appeared to be greased for it.

The Administration wants some sort of reform in the package food, drug and cosmetic fields, which have an estimated annual turnover of $17,000,000,000. There is no disputing the need of a moderate degree of reform which would eliminate the quacks and charlatans and drive from the market alleged cure-alls and remedies definitely proved as injurious to health. But the Tugwell bill, as now written, oversteps the bounds of good judgment, well qualified opponents insist. They say it runs counter to the Administration's own recovery drive, since it would destroy rather than develop certain major industries, accelerate rather than relieve unemployment, and tighten rather than open the public's purse-strings.

The business of broadcasting naturally is vitally interested in the proposed legislation. Rough estimates place at about $25,000,000 the amount spent by the three industries for radio time last year, or more than one-third of all estimated receipts from the sale of radio time. Advertisers who get results willingly spend that money. Many agencies are largely dependent on these accounts for their existence. It is apparent, therefore, that the enactment of indiscreet legislation would seriously cripple or destroy several lines of activity in one fell swoop. Add to that the retail drug and other stores which depend largely upon drug and cosmetic sales for their existence.

Last September BROADCASTING published an exclusive article by Assistant Secretary Tugwell, interpreting the measure from the government point of view. Since then there have appeared in our columns several articles in rebuttal by opponents of the bill. Our sole editorial aim has been, and will continue to be, to present as fairly as possible all sides of this important legislative effort.

Our own impulse is to oppose any legislation which might undermine legitimate business and thus cause a diminution of honest advertising. Along with other spokesmen of honorable trade, we are inclined to the belief that the Tugwell bill, in principle, has some merit, much as we dislike government interference in business. If it can be revised to drive from print and from the air the advertising of products which are manifestly injurious to health—the "chiseling" fringe which we all despise and which happily is very small—if this can be done without hamstringing bona fide industry and advertising, a service will be done for industry at large and for all advertising media as well as for the public.

Some sort of legislative action in the foods, drugs and cosmetics field seems certain, if the present state of mind of the Administration is a criterion. It is well that the industries involved, particularly the best elements in them, have awakened to the fact that they have a right to advise and guide the legislators at the forthcoming hearings.

Radio Doing Its Part

BUSINESS is getting better in radio. Our own reports from individual stations, the NAB reports on monthly non-network business and the networks' own latest reports bear out this conclusion. From the high tides that ran in 1932, to the ebb of the first six or seven months of 1933, the ship bearing revenues into radio's coffers now seems to be running into flood tides. Count the last three months of 1933 with the definite prospects for early 1934, and it looks as though the best winter season in radio's brief history is here.

This does not mean that all is profit-taking in the business of broadcasting. Apace with its business growth, which is founded on its proved soundness as an advertising medium, radio has increased its payrolls nearly twofold even before the code required any increase. More than that, the broadcasters have lately been investing in plant and studio equipment to an unprecedented degree—investing earned and to-be-earned capital in improving service to the listeners and to advertisers in the confidence that their business is sound and secure.

Happily, the onslaughts against commercial radio have found few attentive ears, what with the diversity of programs available to please all tastes, the improvement in advertising technique and the general satisfaction which (as Commissioner Hanley points out in this issue) the public now evinces toward radio. In official quarters—especially since President Roosevelt and his men have found radio entirely willing to forego revenue-bearing programs to make their facilities available on instant notice as a public mouthpiece—radio can count more friends than ever.

Radio is doing its part, with its earnings, its satisfied employes and its improved and improving methods. Its record in Depression and Recovery is one of which it may well be proud.

Power and the Sponsor

MORE and more stations are being awarded increased operating power by the Radio Commission. That is in accord with engineering technique and with advances being made in the radio art. What do these power increases mean to radio advertisers? They mean that every additional watt of power brings additional listeners to the station, and of course to the program sponsor. They mean, also, clearer reception for the old established audience and better quality in received programs.

In many cases, stations have not resorted to increases in rates when their power has been boosted, despite the fact that new equipment and greater operating overhead is entailed. Even with slight readjustment of rates, however, the time-user usually gets more than he pays out, for a power increase that justifies a rate revision as a rule is one that means substantial increases in coverage.

The RADIO BOOK SHELF

"BROADCASTING AND PEACE" is the self-explanatory title of a new publication by the International Institute for Intellectual Cooperation, of 2 Rue de Montpensier, Paris. Copies in English may be obtained for 7*s.* 6*d.* Studies by the following experts are included: Major C. F. Atkinson, Foreign and Overseas Director of the British Broadcasting Corp.; A. R. Burrows, Secretary General of the International Broadcasting Union; H. Giesecke, former director of the Reichs-Rundfunk-Gesellschaft; Comdr. Gino Montefinale, chief of the Radio Division at the Italian Ministry of Communications, Rome; Arnold Raestad, former Norwegian Minister of Foreign Affairs, delegate to the Assembly of the League of Nations, chairman of the board of the Norwegian Broadcasting Corp.; Mario Roques, Professor at the Sorbonne; L. Sourek, president of the board of the Czechoslovakian Broadcasting Organization.

THE PROS AND CONS of the National University Extension Association debate issued this year, "Resolved, That the United States should adopt the essential features of the British system of radio control and operation", have been collected and published in The Reference Shelf series by E. C. Buehler, director of forensics, University of Kansas (H. W. Wilson Co., New York; 90 cents). The book contains reprints of papers by critics and authorities on the American and the British radio systems, besides an impartial explanation of how each system operates. Among the contributors are Commissioner Harold A. Lafount, M. H. Aylesworth, William Hard, Armstrong Perry and outstanding English radio authorities.

We Pay Our Respects to—

CYRIL MOREAU JANSKY, JR.

TECHNICAL radio's most coveted honor—the presidency of the Institute of Radio Engineers—has been bestowed upon Cyril Moreau Jansky, Jr., consulting radio engineer of Washington, who is well known in broadcasting because of his pioneering work in station coverage surveys.

Elected by mail ballot on Nov. 8, he will during 1934 head the technical organization which serves as the clearing house for information relating to radio technique and which coordinates the development of improved methods of transmission. He takes over the I. R. E. helm after serving as a member of its board of direction for four years and after holding other executive posts in the organization.

While he has been best known among his technical associates in the past as a scientist and educator in radio and electrical engineering, Prof. Jansky has become noted in recent years among broadcasters and to advertising agencies for his work in the field of measuring station coverage to determine "audience circulation." It was he who conceived a new formula for technical coverage surveys as being the nearest possible equivalent of Audit Bureau of Circulation figures for radio stations.

In 1930 Prof. Jansky left the teaching field to organize the firm of Jansky & Bailey, consulting radio engineers in Washigton, specializing in coverage surveys. An insistent demand on the part of advertisers and agencies for basic data concerning station coverage led to the development of the service. Associated with him is Stuart L. Bailey, former Department of Commerce radio engineer, who, incidentally, was a student of Prof. Jansky while he was professor of radio engineering at the University of Minnesota.

It took considerable effort to "sell" the idea of technical surveys, but as an educator Prof. Jansky was accustomed to patient, persistent methods of instruction. That his plan has been accepted was evidenced this year when both the American Association of Advertising Agencies and the National Association of Broadcasters at their annual conventions endorsed coverage surveys as basic in determining station circulation. Today, Jansky & Bailey have three field cars, fully equipped with recording and checking instruments, and a staff of five engineers making station coverage surveys.

A quirk of political fate prevented Prof. Jansky from serving on the Federal Radio Commission. In February, 1929, just a month before the change in administration, President Coolidge appointed him to the Commission as fourth zone member to succeed Sam Pickard, now a CBS vice president. But the appointment lapsed, along with that of Arthur Batcheller, radio supervisor in New York, who had been named by President Coolidge to the first zone post, when Congress adjourned without acting on the nominations.

Cyril Moreau Jansky, Jr., was born at Delton, Mich., June 28, 1895, the son of Prof. and Mrs. C. M. Jansky, now professor of electrical engineering at the University of Wisconsin. Traveling with his parents from one university to another during his early youth, Jansky received his elementary schooling in Michigan, Maryland, Oklahoma and Wisconsin. He was graduated from the University of Wisconsin in 1917 with the degree of Bachelor of Arts in physics, and received his master's degree two years later.

Following his graduation young Jansky was appointed instructor in physics at the University of Wisconsin—his first job. The same year he went to the Bell Telephone Laboratories to work on war problems in submarine and airplane detection. After six months, he returned to Wisconsin to continue his work on submarine detection and to get his master's degree.

It was in 1916 that he became interested in radio. As an undergraduate he had devoted considerable attention to the vacuum tube, then chiefly an experimental device. He also was active in the operation of the University of Wisconsin

(*Continued on page 37*)

PERSONAL NOTES

ALEX SHERWOOD, former sales manager of the Westinghouse stations KDKA, WBZ-WBZA and KYW, has been appointed general manager of KFLV, Rockford, Ill. Mr. Sherwood early in 1932 was with Crosley, Inc., working on its Cooperative Analysis of Broadcasting, and the A.N.A. radio study. In May, 1932, he became manager of KQV, Pittsburgh, remaining there until early in 1933.

STEVE CISLER, formerly assistant manager of KSO, Des Moines, has been appointed general manager of WKBC, Birmingham, according to J. A. Clark, vice president of the Southern Broadcasting Co. Mr. Cisler formerly served with WLS, WGAR and WFAA. Eugene Pournelle, of KRMD, Shreveport, has been appointed head of local sales, and Edward Murphey, formerly of KTRH, Houston, has been named studio manager.

FRED C. BOCK, for the last three years commercial manager of WADC, Akron, O., on Nov. 20 assumed the newly created position of national sales manager, devoting his attention exclusively to national accounts.

FRANKLIN R. WINTKER, of the commercial department of WNBR, Memphis, and Mrs. Wintker are parents of a daughter, Patricia Jane, born Oct. 14, their first.

LOUIS G. CALDWELL, Washington radio attorney and former general counsel of the Radio Commission, is recuperating from a serious illness which has kept him confined at his home for the last two weeks. His physicians have ordered a complete rest.

WILLIAM A. McGUINEAS, formerly with the advertising staff of PRINTER'S INK, has joined the sales staff of WGN, Chicago.

RALPH BRUNTON, manager of KJBS, will leave San Francisco the day after New Year for Washington, where on Jan. 15 the Radio Commission will hear the application of KJBS for an increase of 500 watts from its present 100 watts.

GLENN W. PAYNE, commercial manager of NBC, was in San Francisco and Los Angeles the latter part of November on a mission of coordinating the western and eastern divisions of the network.

COL. THAD H. BROWN, vice chairman of the Radio Commission, left Washington Nov. 22 for an inspection trip to Detroit, Toledo and Cleveland. He returned to his office Nov. 27.

TED KOOREMAN, formerly of the sales staff of KOIN, Portland, Ore., has been appointed manager of KALE, also operated by the PORTLAND JOURNAL.

CLIFF ENGLE, formerly with KGW, Portland, Ore. and the PORTLAND OREGONIAN, has joined McGregor & Sollie, San Francisco transcription producers.

DR. WILLIAM H. VOELLER, vice president of Conquest Alliance Co., New York, leaves Nov. 20 for the West Indies. He will stay two weeks in San Juan, Porto Rico, to supervise various American accounts on WKAQ.

HOWARD E. RAY, former commercial manager of KGRS, Amarillo, Tex., is now commercial director of WDAG, Amarillo, Tex.

ROSCOE J. BARRETT, Jr., of the building maintenance department in the NBC Chicago division, has been transferred to the sales department. George F. Vlack, formerly assistant manager of building maintenance, has been made assistant to the office manager.

SENATOR C. C. DILL and Radio Commissioner Harold A. Lafount attended the NBC studio inaugural in Radio City November 11. Senator Dill then left for Washington to spend a week, after which he visited his parents in Ohio and proceeded to his home in Spokane, Wash.

ARTHUR RUSH, newly appointed contact man for recordings in western territory of RCA-Victor Co., returned to Los Angeles late in November from a three weeks' eastern trip. His headquarters are in Hollywood branch of the firm.

HORACE STOVIN, of Regina, has been appointed western regional program director of the Canadian Radio Broadcasting Commission, and will shortly open the western office.

JUNE AULICK, formerly a society writer for the NEW YORK WORLD TELEGRAM, has joined the CBS publicity staff to handle commercial programs.

OFFICIALS and station managers of the Mason Dixon Radio Group held a luncheon meeting in Lancaster, Pa. in November, attended by Col. J. Hale Steinman, president; I. Z. Buckwalter, treasurer; Clair R. McCollough, general manager; Jacob Mathiot, chief engineer; D. A. Armstrong, comptroller; V. C. Diehm, Hazleton; Robert Gulick, York; Hines Hatchette, Lancaster, and J. Gorman Walsh, Wilmington.

CHARLES A. ROBINSON, S. J. of St. Louis University, operating the non-commercial WEW, St. Louis, has been appointed a member of the National Committee on Education by Radio, succeeding Charles T. Corcoran, S. J.

MISS SALLY MURRAY, formerly of the licensing division of the Radio Commission and at one time secretary to former Chief Examiner Yost, has left the Commission staff to take a position with the Agricultural Adjustment Administration in Washington.

BURRIDGE D. BUTLER, president of WLS, Chicago, departed November 18 for his winter residence at Route 1, Arcadia, Phoenix, Ariz.

MISS MARJORY STOCKDALE, secretary to Robert Kendall, assistant manager of NBC Artists Service in Chicago, was married to George Heidler in Minneapolis, Nov. 30.

MISS ALICE L. MacKILLICAN, formerly with the Ellis T. Gash Advertising agency, has been added to the NBC Artists Service staff in Chicago.

LEONARD ERICKSON, western sales manager of CBS in Chicago, was ill at his home during the third week of November.

KELLY SMITH, sales manager of WBBM, Chicago, underwent a tonsilar operation Nov. 22.

J. G. GUDE, publicity director of CBS, was in Chicago for a few days last week (Nov. 20) to acquaint himself with developments in the Middle West.

BETTY G. BROCK has been added to the statistical department in the NBC Chicago division.

Dr. Conrad Honored

DR. FRANK CONRAD, assistant chief engineer of Westinghouse, familiarly known as the "father of broadcasting," on Nov. 19 was awarded the John Scott Medal for scientific achievements by the City of Philadelphia. The medal is awarded for inventions that will be useful to mankind in the development of industry in any form. Dr. Conrad, who was responsible for the development of KDKA, the world's first regular broadcasting station, has been honored previously for his accomplishments in radio.

XUM

BEHIND THE MICROPHONE

NAYLOR ROGERS, manager of KNX, Hollywood, has announced the resignation of Drury Lane, KNX program director during the last three years, and the appointment, effective November 20, of Van C. Newkirk as program director and productive manager. At the same time Edith Todesca, formerly with the New England Network, was promoted to assistant program director. Mr. Lane resigned to continue his singing career which he abandoned several years ago when he lost his voice, now recovered.

FRANK GILL, announcer at KHJ, Los Angeles, the middle of November took out a marriage license with Miss Verna D. Hillie. They expected to be married in Glendale late in November.

STEVE WILHELM, former sports announcer at WKBF, Indianapolis, and more recently associated with an Illinois station, has returned as continuity chief at WKBF.

SYLVIA PICKER, of the drama staff of KHJ, Los Angeles, on November 15 was married to Grant Garrett, Eddie Cantor's gag man. They expect to make their home in New York.

RUTH FENTON, formerly of WCAU, WFI and WPEN, in Philadelphia, has joined the continuity department of WCAE, Pittsburgh, and will prepare "Sailing the Air Waves," a rhyming introduction of all studio and network programs from 9 a. m. to 1 p. m. weekdays.

RAYMOND PAIGE, musical conductor for KHJ, Los Angeles, will direct a Hollywood band group for Victor recordings in December. Gino Severi, assistant conductor at KHJ, left late in November to direct the new Hoffbrau Cafe band in San Francisco.

FRANCES MERCER, blues singer, daughter of Sid Mercer, has joined the staff of WINS, New York, after making her debut over the former Amalgamated Broadcasting System.

JOHN C. McCLOY, formerly in the production department of KDKA, Pittsburgh, has been appointed program manager of KFLV, Rockford, Ill.

JOHN WALKER, production manager of KOIN, Portland, Ore., has been named radio chairman of the Portland NRA campaign.

HARLOW WILCOX, formerly chief announcer for Columbia in Chicago, and recently engaged in free lance work, has joined the announcing staff of the NBC Chicago division.

TED HEDDIGER, formerly with WEBC, Duluth, has succeeded Alfred E. Chance as announcer on WCCO, Minneapolis. Mr. Chance has been transferred to WJSV, Washington, as production manager.

CARLTON KELSEY, former music head of KFWB, Hollywood, will direct an orchestra in a series of 52 "Comedy Capers" at Freeman Lang sound studios for distribution by Radio Transcription Co. of America.

JOHN KELVIN, the Irish tenor, whose voice is said to resemble that of John McCormack and who has been singing for CBS, has joined the staff of WOR, Newark.

BERTHA GERSTNER, hostess at KHJ, Los Angeles, on September 3 became the bride of Cecil Wild, but kept the fact secret until the middle of November.

LAWRENCE BISHOP is the newest announcer on the staff of KMPC, Beverly Hills, Cal.

EDGAR A. SPRAGUE has joined the staff of KDKA, Pittsburgh, as Teaberry sports reporter, succeeding C. A. (Tony) Wakeman, resigned.

AN OPEN LETTER

To Station Owners

(FROM 100-WATTERS UP!)

Dear Sir:

Do you want to meet a station manager with eight years' experience and success behind him who might be just the man to show you how to make more money with your radio station?

This open letter will make it possible for us to meet . . . I am now employed as manager of a midwest network station. Frankly, we've accomplished a great deal. But we've leveled off—and I want to join a station that wants to build and grow.

Naturally, in the past I've been responsible for the entire station—all its departments and activities. I can give you complete details of engineering, audience-building, program building and business getting accomplishments for which I have been responsible.

I am well known in radio and can give you as reference responsible men associated with the industry, as well as my present employers. If, from this brief letter, you are interested, your wire or letter to "BROADCASTING" in care of the box listed below will bring full details and make it possible for us to meet.

Very truly yours,

BOX 142,
BROADCASTING,
870 National Press Building,
Washington, D. C.

In Defense of U. S. Radio

(Continued from page 13)

of approximately $2.50 per year is placed on all receiving sets. At present there are in use 17,000,000 sets in this country, which if taxed at the same rate would mean the listeners would be forced to pay annually $42,500,000 for use of their radio sets. Now the only expense to the listener is the cost of the set, its installation and upkeep.

Theoretically the British Postmaster General is the director of British radio. He licenses the British Broadcasting Corporation, giving it a monopoly of all British broadcasting. The charter provides that the Postmaster General may by notice require the British Broadcasting Corporation to refrain from transmitting any broadcast matter specified, also the charter declares explicitly that the corporation shall transmit any matter which any department of the government may require to be broadcast.

The British System

ACCORDING to William Hard, the noted American journalist and radio commentator, Sir John Reith, Director General of the British Broadcasting Corporation, is the absolute autocrat of the whole British radio system. Mr. Hard says:

Sir John wields substantially the centralized, omnipotent benevolent radio power, that some progressives among us think ought to be wielded. He should, of course, in accordance with that thought, be a progressive. He is in fact a true blue, conscientious, conservative.

Sir John has openly denounced the demagogic heresy that in radio the public should be given what it wants. He gives it overwhelmingly what Sir John himself thinks personally, that it ought to have. He thinks that it ought to have a great many elevating talks. One is impressed by the multitudinousness and magnitudinousness of these talks.

Governmental broadcasting, since it is supported by the state, in Great Britain, according to Mr. Hard, must be careful not to offend the state and must therefore, while it escapes "commercialization," embrace "governmental responsibility, and a censorship far beyond any control known among us."

Statesmen are Barred

WHICH RECALLS that recently the press carried reports to the effect that Lloyd-George and Winston Churchill were denied the right to use the facilities of the British Broadcasting Corporation because Sir John declared they no longer represented important political parties.

No such discrimination could be practiced here. Minorities are usually accorded the same privileges as majorities, and anyone with a worth-while message is accommodated as a rule by our broadcasting stations.

Evidently speakers who are disposed to take issue with policies advocated by the government are barred from using the British system. Here we have free and full discussion of all public questions—the opposition being quite as vocal as the proponents.

Here the 600 licensees are individually responsible for the kind of programs broadcast. Instead of one radio czar as in England, we have more than 600 here, with the Federal Radio Commission sitting as a quasi-judicial body to see that the programs rendered are in the public interest.

The British system cost the taxpayers approximately $7,000,000 to support, obtained through the tax on the 4,470,000 sets in operation.

There are long periods through the day when no programs are on the air. Here one can obtain radio service day or night to gratify his peculiar whim, fancy or inclination at the time.

It is our diversity of programs which is one of the chief virtues of the American system, appealing as they do to all elements of our population.

Huge Cost of Change

IN A RECENT report to the U. S. Senate the Federal Radio Commission outlined several possible plans whereby our broadcasting system could be operated under government control. One plan calls for a system whereby 1,000 low-powered stations would be established in the 48 states to take care of the varying areas, population and interests. That plan, it is estimated, would require an initial cost for installation of $120,000,000 with annual maintenance cost of $100,000,000.

Another plan would be to provide one or more stations for each state to give programs of interest to the states, and several high-powered stations for national coverage.

This plan, it is estimated, would require an initial investment of $50,000,000 with an annual maintenance cost of the same amount.

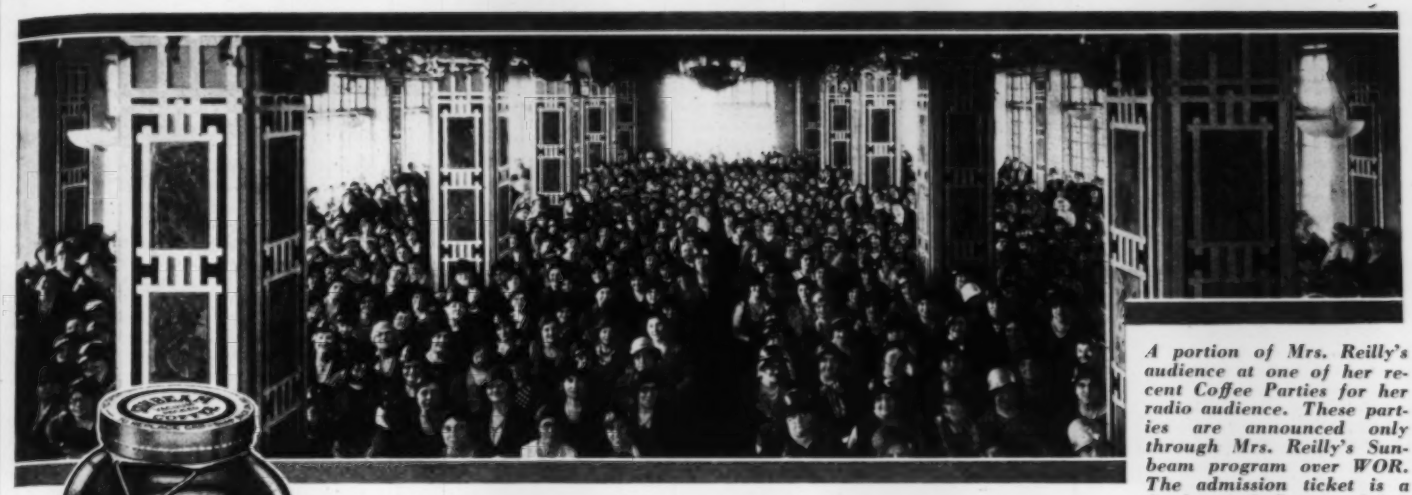
So it would seem that the best and most economical thing for us to do would be to strengthen the radio structures we have erected through years of toil and experience, eliminating offensive features and strengthening weak spots.

"Hoosier Shindig"

"HOOSIER SHINDIG," the newest program addition to WKBF, Indianapolis, featured each Saturday night, is setting records in length, since it starts at 7 p. m. and runs until sign-off time. Under the personal supervision of D. E. "Plug" Kendrick, station director, a pioneer in old-time music over the air, the program at present has six sponsors, each of whom is allowed one half hour entirly for an exclusive commercial program. At the end of these individual periods "plugging" of all sponsors begins. Fifty old time artists are used.

Singin' Sam Quits

AFTER broadcasting continuously for the Barbasol Company for nearly three years, Harry Frankl (Singin' Sam) has asked to be released from further fulfillment of his contract. He gave no reason for the request, other than that he needs a vacation. The contract will run until the original expiration date, with talent still to be selected.



A portion of Mrs. Reilly's audience at one of her recent Coffee Parties for her radio audience. These parties are announced only through Mrs. Reilly's Sunbeam program over WOR. The admission ticket is a Sunbeam Coffee jar label.

WOR makes Customers out of Listeners *for* Austin, Nichols!

AUSTIN, NICHOLS & COMPANY, distributors of Sunbeam products, recognize that the real test of a radio program is the sales it produces. Not one-time sales—based on premiums or prizes—but sales consistently recorded week in and week out! Their program of commonsense talks to housewives, conducted over WOR by Mrs. John S. Reilly, happily combines entertainment, education and SALESMANSHIP.

In four years these weekly 15-minute broadcasts, with little other supporting advertising, have made Sunbeam Coffee in-the-glass-jar, a leading seller in a highly competitive field. Also they have tremendously boosted the popularity of the entire Sunbeam line.

Mrs. Reilly's WOR audience is a loyal audience. They stick to Sunbeam products, proof of which is the thousands of Sunbeam Coffee jar labels they send in to get the free pound of coffee that is offered for every twelve labels.

The commonsense way in which Austin, Nichols use WOR to build sales may well be studied by all manufacturers who want to get maximum sales results from a minimum sales expenditure.

BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue

Boston Office: James F. Fay, Statler Bldg.

IN THE CONTROL ROOM

WILLIAM E. DOWNEY, former assistant chief of the Radio Commission field force under William D. Terrell, and formerly with Mr. Terrell as chief of the old Radio Division of the Department of Commerce, is now with the Public Works Administration at Portland, Ore.

EDWARD K. COATES has joined the studio engineering department of WCAE, Pittsburgh. A new field car for remote pickups has been installed by WCAE.

BOB BROCKWAY, youngest member of the Chicago CBS control staff, will be married Dec. 2 to Elva Combs, from his home town of Indianapolis. After that date they will reside at 195 East Chestnut, Chicago.

BASCOM PORTER, formerly of WFIW, Hopkinsville, Ky., has been added to the engineering staff of WKBF, Indianapolis.

CHARLES SINGER, an engineer at WOR, Newark, has been named supervisor of engineering activities in New Jersey. Singer, who joined the station's staff in 1927, holds a citation from the Veteran Wireless Operator's Association for bravery at sea.

OCTOBER marriages of Larry Grant and James Keefer, operators of WDRC, Hartford, have been announced. Their nuptials occurred about a week apart.

GEORGE B. SEVIERS, studio engineer of WCAE, Pittsburgh, has joined KDKA, Pittsburgh, as an engineer.

WILLIAM C. EHLERS, former plant chief of WHBL, Sheboygan, Wis., has been appointed plant manager of KFLV, Rockford, Ill.

JOSEPH B. HAIGH, formerly chief engineer of KOMA, Oklahoma City, has become assistant to the vice president of the Southwest Broadcasting Co., with direct supervision over engineering and technical operations of the network. Additions to the Southwest engineering department include L. H. Appleman, maintenance; J. E. Barr, construction; W. W. Robertson and Elbert J. Haling, studio engineers.

W. L. COUNTS, formerly chief engineer of WACO, Waco, Tex., has been named chief engineer of KOMA, Oklahoma City, and George R. Sloan, formerly chief engineer of KNOW, Austin, Tex., has succeeded Mr. Counts at KOMA.

RETIREMENT of Lieut. Comdr. Anthony Prastka, well known Navy radio pioneer, was announced by U. S. Naval Communications, effective Oct. 1. He was radio material officer at Washington at the time of retirement. Lieut. Comdr. Martin Dickinson, assistant communication officer of the 14th district, will be placed on the retired list Jan. 1, 1934.

ROY TINDALL, one time with KMTR, Hollywood, has joined KFWB, Hollywood, as a technician. Forbes Van Why has returned to KMTR as head technician after six months.

NORMAN YOUNG, formerly of WHDH, Boston, has joined the operating staff of WEEI, Boston.

BERT KOEBLITZ, engineer at WHK, Cleveland, and Miss Alice Smith, were married in November.

FRANK C. SCHNEPPER has been added to the field engineering staff of the NBC Chicago division.

PHIL SILVERMAN, who started in radio as a musician with the original B. A. Rolfe band, and who has since won distinction as an aerial photographer and Hollywood cameraman, has returned to radio as sound man for KMOX, St. Louis.

W. E. Conversion Parts Made for 6-Type Sets

IN LINE with a policy of making latest improvements available to owners of its apparatus, Western Electric Co. has produced a set of conversion parts for its 6-Type (1 kw.) radio broadcast transmitters. This equipment, in addition to eliminating motor generators, will increase the modulation capability of transmitters of this type to 100 per cent by increasing the plate voltage applied to the last radio frequency power amplifier from 4,000 volts to 5,000 volts.

The essential unit in the set is a 5,000 volt mercury vapor rectifier which replaces the existing 2,000-4,000 volt motor generator. The 5,000 volt supply permits operation of the final power amplifier tube of the transmitter at that part of its characteristic which allows full use of its capacity to pass all the power required for 100 per cent modulation, with an attending audio harmonic content well within the requirements of the Radio Commission. Eliminating the generator also increases dependability and ease of maintenance.

The conversation requires only minor changes in the transmitter. Operation remains virtually unchanged. Stations operating not more than 17 hours per day can be converted in about three days without time off the air. The 6-Type transmitter was first put on the market about seven years ago. More than 100 are in use at present.

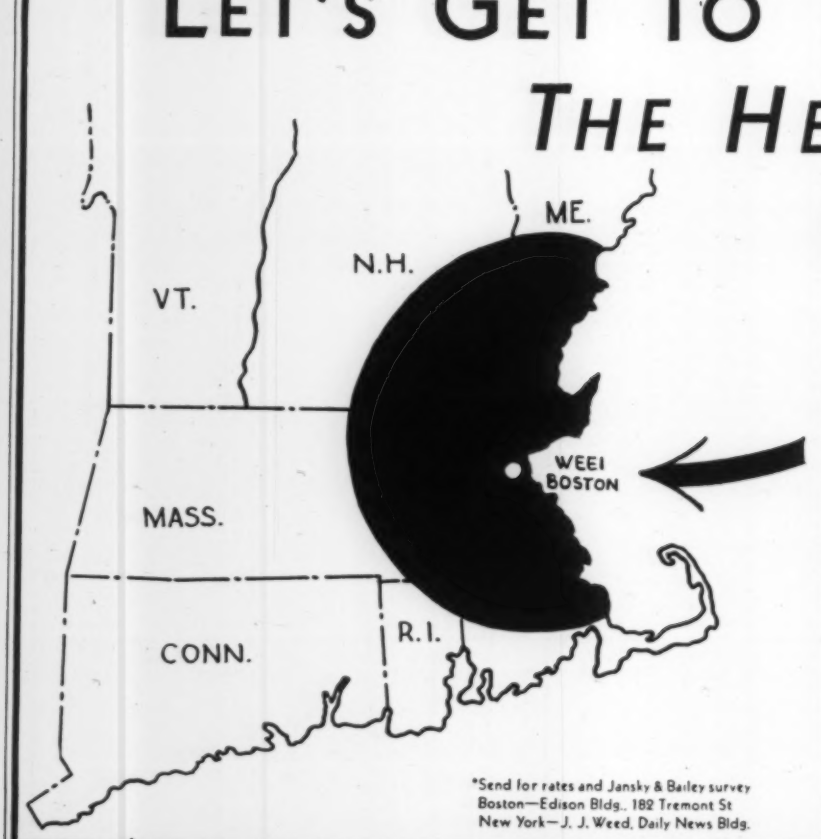
RCA Victor Announces Changes in Field Staff

THREE changes in the field sales organization of the transmitter section of RCA Victor Co., Camden, N. J., were announced Nov. 20 by I. R. Baker, section chief. Ben Adler has been placed in charge of the newly established southeastern territory with headquarters at 144 Walton St. NW., Atlanta. Russell P. May has been assigned to the eastern district as assistant to T. A. Smith, with headquarters in New York. S. W. Edwards, former federal radio supervisor at Detroit, has been assigned to the central district, with headquarters in Chicago as assistant to H. C. Vance.

Hygrade Sylvania Corp. Employes Increase 89%

COMPOSITE figures compiled by the Hygrade Sylvania Corp., regarding its activities under the NRA blue eagle, in answer to the request of President Roosevelt for business recovery information, show some interesting comparisons. On June 17, last, Hygrade Sylvania had a total of 2,511 employes in the four plants devoted to lamp bulb production, radio tube production and radio transmitter and transmitting tube production. On Oct. 14 this number had been increased to 4,750, a gain of 89 per cent. On June 17 the payroll for one week was approximately $57,000. On Oct. 14 the payroll was $88,000.

LET'S GET TO THE HEART OF THINGS



New England is all fertile territory but here's the heart of it . . . where this big black spot swings its arc from Maine down around to Cape Cod . . . 2,000,000* listeners concentrated in one compact area.

WEEI . . . for good measure . . . gives you a great audience beyond that black area. *But turn* your spotlight on the 2,000,000*, Mr. Advertiser. *They're* the kind of people you want to tell and sell . . . they live, work, play, and buy where you see that black area . . . the heart of New England.

Fertile territory that! It's the concentrated market you reach over Station

WEEI
BOSTON

*Send for rates and Jansky & Bailey survey
Boston—Edison Bldg., 182 Tremont St
New York—J. J. Weed, Daily News Bldg.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WCAU, Philadelphia: National Carbon Co., New York (Prestone anti-freeze) temperature reports daily, 26 weeks, through N. W. Ayer & Son, N. Y.; Association of American Soap & Glycerine Producers, New York (radiator glycerine) temperature reports 6 days weekly, 60 times, SHB; Rumford Baking Co., Rumford, R. I. (baking powder) 2 transcriptions weekly, 52 times, SHB; Maryland Pharmaceutical Co., Baltimore (Rem) time signals daily, 26 weeks, direct; Paris Medicine Co., St. Louis (Bromo Quinine) time signals 6 days weekly, 26 weeks, Lambert & Feasley, N. Y.; Pennzoil Oil Co., Oil City, Pa., 5-minute transcription, 19 times, Ruthrauff & Ryan, N. Y.; B. F. Goodrich Rubber Co., Akron (tires) transcription, 10 times, Ruthrauff & Ryan, N. Y.; Stanco Co., New York (Nujol and Mistol) health talks morning and afternoon, 5 days weekly, 13 weeks, McCann-Erickson, N. Y.; Affiliated Products, Chicago (Jocur and Kissproof products) transcription, 6 days weekly, 39 weeks, WBS; Goldban Pharmacal Co., Camden, N. J., (cough syrup) announcements 3 days weekly, 26 times, Harry Feigenbaum, Philadelphia; Reo Motor Car Co., Lansing, Mich., announcements daily, 12 times, Maxon, Inc., Detroit; Minneapolis Honeywell Regulator Co., Minneapolis (temperature controllers) 20 time signals, SHB; Carpenter-Morton Co., Boston (paints) 3 announcements weekly, 13 times, SHB; Oneida Community, Ltd., Oneida, N. Y., (silverware) announcements 6 days weekly, 48 times, A. T. Sears & Sons, Chicago; Dodge Motor Car Co., Detroit, 3 transcriptions weekly, 13 times, Ruthrauff & Ryan, N. Y.; Household Finance Corp., Philadelphia, studio 2 days weekly, 13 times, renewal, Charles Daniel Frey, Chicago; Class & Nachod Brewing Co., Philadelphia (Black Eagle and Pilsner Beer) studio once weekly, 13 times, James E. Laub Co., Philadelphia.

WNAC, Boston: Block Drug Co., New York (Omega oil), quarter hour transcription, twice weekly, 26 times, through SHB, N. Y. C.; E. E. Dickinson Co., New Haven (witch hazel), 5-minute beauty talk, twice weekly, 26 times, William H. Lee, New Haven; Cranberry Canners, Inc., South Hanson, Mass. (cranberry sauce), 182 announcements, Ingalls Advertising Agency, Boston; New England Vinegar Works, Somerville, Mass. (sweet cider), 73 announcements; Harry M. Frost, Boston; Boston Evening American, 29 announcements, direct.

WMAQ, Chicago: Encyclopedia Brittanica, Inc., New York, 13 fifteen-minute transcriptions, weekly, handled by Charles Daniel Frey, Chicago; Belding Heminway-Corticelli Co. (thread), has renewed children's 15-minute program 5 days weekly, 3 weeks; H. W. Kastor & Sons, Chicago.

WTMJ, Milwaukee: Nash Motors Co., Kenosha, Wis., 26 daily announcements, thru Green, Fulton & Cunningham, Chicago; Shell Petroleum Corp., St. Louis, 52 daily announcements, J. Walter Thompson Co., N. Y.; Chrysler Motor Co., Detroit (Dodge cars) 100 daily announcements, Ruthrauff & Ryan, N. Y.

WENR, Chicago: College Inn Products, Chicago (food products), 15 minutes, 3 mornings weekly, 13 times, through Blackett-Sample-Hummert, Chicago.

KDKA, Pittsburgh: Atlantic Refining Co., Philadelphia (gasoline) 6 announcements weekly, 9 weeks, through N. W. Ayer & Son, N. Y.; Commercial Milling Co., Detroit (flour) renewal with Home Forum for 2 participations and 1 announcement weekly during November, Karl Behr, Detroit; Nash Motors Co., Kenosha, Wis., (autos) 2 announcements 3 times weekly, 4 weeks, SHB, Chicago; E. L. Knowles Co., Springfield, Mass. (Rubine) daily temperature report for 1 year, DeForest Merchandising Bureau, Springfield; Reo Motor Car Co., Lansing (autos) 26 one-minute announcements, Maxton, Inc., Detroit; Chrysler Corp., Detroit (Dodge autos) 100 one-minute announcements, through Ruthrauff & Ryan, Inc., N. Y.; American Chain Co., New York (tire chains) 5-minute talk, direct; E. E. Hess Co., Brook, Ind. (witch hazel cream) renewal of participation in Home Forum, Fridays, 13 weeks, through Rogers & Smith, Chicago; Freedom Oil Works Co., Freedom, Pa. (gas, oil) temperature reports twice daily and a daily spot announcement, 6 weeks, Albert P. Hill Co., Pittsburgh; Natural Gas Companies serving Pittsburgh area, renewal of daily weather reports to Jan. 1, Ketchum-MacLeod & Grove, Pittsburgh; Rosenbaum Optical Department (eye-glasses) one-minute night-time announcement every first, second and third Thursday of each month for 1 year.

KPO, San Francisco: Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 3 quarter-hour transcriptions weekly, "Comedy Stars of Hollywood," Freeman Lang production, thru Walter Biddick agency, Los Angeles; Ocean Spray Preserving Co., South Hanson, Mass. (cranberry sauce) 3 time signals nightly 13 weeks, Broadcast Advertising, Boston; Iokelp Co., San Diego (health tonic), twice weekly on "Ann Warner's Chats With Her Neighbors," thru Hanff-Metzger Co., Los Angeles; Nash Motor Co., Kenosha, Wis., daily one-minute announcements, thru SHB.

KGO, San Francisco: Crowell Publishing Co., New York (Woman's Home Companion), weekly feminine shopping service by Jean Abbey, all local department stores, direct.

WMT, Waterloo, Ia.: Kellogg Sales Co., Battle Creek, Mich. (corn flakes) studio program 2 months, through district sales manager; Watchtower Bible Society, New York, weekly transcription, W. E. Amburg, Brooklyn; Scientific Laboratories of America, San Francisco (Reducoids) daily studio program, 2 months, direct; Sendol Co., Kansas City, studio daily, 6½ months, Hogan Advertising Agency, Kansas City; Sleepy Water Co., (Sleepy Water Crystals) studio daily, 26 times, United Advertising Agency, Chicago; Sunshine Coal Co., Centerville, Ia., daily announcements, 3 months, direct; Coryell Oil Co., New York, announcements twice weekly, 52 times, Ernest Boder & Co., Omaha; Curtiss Candy Co., Chicago, quarter hour transcription, 1 time, direct; Duker Packing Co., Mason City, Ia. (sausage, chili concarne) 12 daily announcements, 1 year; Falstaff Co., St. Louis (Falstaff beer) quarter hour studio twice weekly, 5 months, Adams Co., Waterloo; Ferris Nursery, Hampton, Ia., 3 announcements daily, 1½ months, direct; Moore Milling Co., LaPorte, Ia. (Break-o-Wheat food) studio three times weekly, 1 month, direct; Charles O'Neill, Bridgeport, Wis. (Silver Dollar Crystals) studio daily, 1 month, direct.

KFI, Los Angeles: Adlerika Co., St. Paul, 3 transcriptions weekly, 39 times, thru St. Paul Advertising Agency, St. Paul; Bristol-Myers Co., New York (Ingram Milkweed Cream) transcription once weekly, 26 programs, Pedlar & Ryan, N. Y.; Jean Jordeau, Inc., South Orange, N. J. (Zip and depilatory cream) 2 transcriptions weekly, 26 times, James R. Flanagan, N. Y.; PX Products, studio program 3 times weekly, 13 times, Smith & Drum, Los Angeles.

WCLO, Janesville, Wis.: Nebraska Consolidated Mills, Omaha (Mother's Best Flour), 3 quarter hours weekly, 52 weeks, thru local distributor; National Mutual Benefit Co., Madison, Wis., half hour weekly, 13 weeks, direct.

WAAB, Boston: Columbian Rope Co., New York (tire chains), daily announcements, 28 times, through Van Sant, Dugdale & Co., Syracuse, N. Y.

NEW RADIO DIAL SYSTEM—Richard C. Patterson, Jr., NBC executive vice president, works the new dial system in NBC's Radio City headquarters which automatically tunes in 42 different stations or studios. O. B. Hanson (left), NBC manager of technical operations, explains the workings of the device to his chief.

WOW, Omaha: Beech-Nut Packing Co., Canajoharie, N. Y., 3 announcements weekly, thru McCann-Erickson, N. Y.; Crazy Water Company, Omaha (Crazy Crystals), studio program 12 times weekly, direct; General Mills, Minneapolis (Bisquick), Betty Crocker transcription, direct; Maybelline Co., Chicago (toilet preparations), daily announcements, A. T. Sears & Son, Chicago; Nash Motor Car Co., Kenosha, Wis., 12 announcements weekly, SHB; Oneida Community, Ltd., Oneida, N. Y. (silverware), 12 announcements weekly, A. T. Sears & Son, Chicago; Pathfinder Magazine, Washington, 6 announcements weekly, First United Broadcasters, Chicago; Pennzoil Co., Kansas City, 2 transcriptions weekly, Ruthrauff & Ryan, N. Y.; Plough Chemical Co., Memphis (drugs), 6 transcription programs, SHB.; Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes), 3 announcements weekly, Lambert & Feasley, N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem) daily announcements, Joseph Katz Co., Baltimore; Sealy Mattress Co., Memphis (Sealyrest mattress) daily announcements, Martin O'Callaghan, Memphis; Skelly Oil Co., Kansas City, 5 transcriptions weekly, Russell Comer, Kansas City; Tiger Coal Co., Kansas City, 6 announcements weekly, Murrel Crump Advertising, Kansas City.

WDRC, Hartford, Conn.: Proctor & Gamble, Cincinnati (Ivory soap) quarter hour twice weekly, 13 weeks, thru Blackman Co., N. Y.; General Mills, Minneapolis (Bisquick), 60 five-minute transcriptions, direct; Continental Baking Co., New York (Wonder Bread), 4 announcements weekly, 10 weeks, Batten, Barton, Durstine & Osborn, N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem) 2 announcements daily except Sunday, until April 1, 1934, Joseph Katz Co., Baltimore; Yeast-Vite (U. S. A.) Inc., Niagara Falls, 12 one-minute announcements weekly to Dec. 11, Atherton & Currier, N. Y.; Carpenter-Morton Co., Boston (paints), 3 announcements weekly, Edmund S. Whitten, Inc., Boston; Rumford Baking Co., Rumford, R. I. (Bakes-All), announcements daily except Sunday, 17 weeks, and quarter hours twice weekly, 26 weeks, Atherton & Currier, N. Y.; Stance, Inc., New York (Nujol and Mistol Rub), five-minute health talks and one-minute announcements, 5 days weekly, 65 talks and 390 announcements, McCann-Erickson, N. Y.; Fintex, Inc. (suits and overcoats), quarter hour transcription weekly, 13 weeks, Florence Griffin, Cleveland; Great Atlantic & Pacific Tea Co., Springfield office, five-minute food talks once weekly, direct; Aetna Brewing Co., Hartford (Aetna beer), half hour weekly, 26 weeks, Gross Advertising Agency, Hartford.

WLS, Chicago: Pathfinder Magazine, Washington, 15 minutes weekly, 13 weeks, direct: Cranberry Canners, Inc., South Hanson, Mass. (Ocean Spray cranberry sauce), time signals twice daily, 13 weeks, Ingalls Advertising, Boston. Country Life Insurance Co., 30 minutes on Dec. 16; handled by Campbell-Sanford agency, Cleveland; E. E. Hess Co., Brooks, Ind. (Hess Witch Hazel Creme), renewal of 25 five-minute programs, 2 weekly, Rogers & Smith, Chicago.

WSPD, Toledo: Graham-Paige Motor Corp., Detroit, daily announcements, 1 week, thru N. W. Ayer & Son, N. Y.; Maybelline Co., Chicago (toilet preparations), 13 daily announcements, A. T. Sears & Son, Chicago; Nash Motor Co., Kenosha, Wis., daily announcements, 4 weeks, SHB; Harris Milling Co. (Famo), daily announcements, 3 weeks, Fred M. Randall Co., Detroit.

WJDX, Jackson, Miss.: United Drug Co., New York (Rexall products), 5 transcriptions, WBS; Maybelline Co., Chicago (toilet preparations), 13 daily announcements, A. T. Sears & Son, Chicago.

KOIN, Portland, Ore.: Beech-Nut Packing Co., Canajoharie, N. Y., 3 announcements weekly, 30 times, McCann-Erickson Co., N. Y.; Chrysler Motor Co., Detroit (Dodge cars), 3 five-minute transcriptions weekly, 5 announcements weekly, 100 times, Ruthrauff & Ryan, N. Y.; General Mills, Minneapolis (Sperry Pancake Flour) 6 five-minute WBS transcriptions weekly, 25 times, Westco Advertising Co., San Francisco; Maybelline Co., Chicago (toilet preparations), 13 daily announcements, A. T. Sears & Son, Chicago; Nash Motor Co., Kenosha, Wis., 2 one-minute transcriptions daily, 2 weeks, SHB; Oneida Community, Ltd., Oneida, N. Y. (silverware), 6 announcements weekly, 8 weeks, A. T. Sears & Son.

WGY, Schenectady: Columbia Conserve Co., Indianapolis, Ind. (food products), 15 minutes weekly, 13 weeks; through Gundlach Adv. Chicago.

WBBM, Chicago: Mar Salle Corp., Chicago (wines), 15 minutes, five days weekly for indefinite period; through Neisser-Meyerhoff, Chicago.

WDAY, Fargo, N. D.: Mantle Lamp Co., Chicago (Aladdin Lamps) 6 announcements weekly, 1 month, thru Philip O. Palmer, Chicago; Kester Solder Co., Chicago (metal mender) 6 announcements weekly, 1 month, Aubrey, Moore & Wallace, Chicago; Gluek's Brewing Co., Minneapolis (beer), "King's Men," Standard Recording Co. transcription, weekly, 13 times, direct; Land O' Lakes Creameries, Minneapolis (produce), daily, five-minute studio, 3 weeks, Campbell-Midthum, Minneapolis; Northern Pacific Railway, St. Paul, 2 daily announcements, 3 weeks, direct; Manchester Biscuit Co., Fargo (crackers) two 5-minute studio weekly, 26 weeks, Erwin, Wasey & Co., Minneapolis; Sendol Co., Kansas City (Sendol tablets) daily announcements, 1 month, Hogan Advertising Co., Kansas City; United Remedies, Chicago (Peruna) 2 daily announcements, Radio Publicity, Inc., Chicago; Weinberg Bros. Co., Chicago (produce) daily turkey markets, direct; Republic Coal Co., Minneapolis, daily announcements, 6 months, direct.

KOMO, Seattle: Stanco, Inc., Seattle (Standard oil products) 5-minute transcriptions 5 days weekly, McCann-Erickson, N. Y.; Association of American Soap & Glycerine Producers, New York (anti-freeze) daily weather reports, 70 times, Newell-Emmett Co., N. Y.; Associated Oil Co., San Francisco, 4 special half hour programs; Bulova Watch Co., New York, time signals every day, 30 times, Blow Co., N. Y.; O'Neida Community, Ltd., Chicago (silverware) announcements daily except Sunday, Paul Cornell Co.

KJR, Seattle: Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes), 3 announcements weekly, thru Lambert & Feasley, N. Y.; Health Products Corp., Newark (Feen-a-mint), quarter hour weekly, 13 weeks, SHB; Ground Gripper and Cantilever Shoe Stores, Los Angeles, daily announcements, Advertising Arts Agency.

Famous First Facts

2,500 PROGRAM IDEAS

Famous First Facts is crammed with information about all sorts of famous events which have an unfailing human interest appeal. You can't get them in any other book. "More fascinating than the dictionary . . . something new. Everything from (A) first abdominal operation to (Z) first zinc mill."—*N. Y. Times.*

A Record of the First Happenings, Discoveries and Inventions in the U. S. by Joseph Nathan Kane. Cloth bound. 757 pp. Illustrated.

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H. W. WILSON CO., 950 University Avenue, N. Y

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

FIRESTONE TIRE & RUBBER Co., Akron, O., on Dec. 4, starts Lawrence Tibbett and Richard Crooks, alternating in "The Voice of Firestone," on 48 NBC-WEAF and supplementary stations, Mondays, 8:30-9 p. m., with repeat for 13 NBC-KGO and supplementary stations, 11:30-12 p. m. Agency: Sweeney & James, Cleveland.

WANDER Co., Chicago (Ovaltine) on Oct. 21, started "Little Orphan Annie" on 17 NBC-WJZ stations, daily except Sundays, 5:45-6 p. m., with repeat for 20 mid-western and southern NBC stations, 6:45-7 p. m.; also on KOA and KDYL, 4:45-5 p. m., PST, and 6 NBC-KGO stations, 5:45-6 p. m., PST. Agency: Blackett-Sample-Hummert, Chicago.

VADSCO SALES Corp., New York (Djer-Kiss Perfume) on Dec. 14 starts "Djer Kiss Program," with Madame Cyrena Van Gordon, on NBC-WJZ networks, Thursdays 7:30-7:45 p. m. Programs of Dec. 14, 21 and 28 will be heard on NBC, WBAL and WMAL only; starting Jan. 4 network will add WBZ-WBZA, WSYR, WHAM, KDKA, WGAR, WJR, WCKY and WENR. Agency: L. H. Hartman Co., N. Y.

NORTHAM WARREN Corp. New York (Cutex and Odorono) on Dec. 22 states "Let's Listen to Harris," with Phil Harris and orchestra, Leah Ray and "The Fashion Reporter," on 32 NBC-WJZ and supplementary stations, Fridays, 9-9:30 p. m. Agency: J. Walter Thompson Co., N. Y.

GENERAL MOTORS Corp., Detroit (Pontiac division) on Dec. 16 starts Col. Stoopnagle & Budd, orchestra and vocalists on 62 CBS stations, Wednesdays and Saturdays, 9:15-9:30 p. m. Agency: Campbell-Ewald Co., Detroit.

SMITH BROTHERS, Inc., Poughkeepsie, N. Y., (cough drops) on Jan. 7 starts program, unannounced, on 34 CBS stations, Sundays, 6:45-7 p. m. Agency: Hommann, Tarcher & Sheldon, N. Y.

SPARKS-WITHINGTON Co., Jackson, Mich., (Sparton radios) on Nov. 25 started Seymour Simons orchestra and Dorothy Page, ballad singer, on 20 CBS stations, Saturday, 8:30-9 p. m. Agency: Brooke, Smith & French, Detroit.

HECKER-H-O Co., Buffalo, N. Y., (foods) on Nov. 27 added the Don Lee Network to its CBS hookup for "Bobby Benson and Sunny Jim," children's program, and has increased broadcast time to Mondays to Fridays inclusive, 5:15-5:30 p. m., PST. Agency: Erwin, Wasey & Co., N. Y.

STANDARD BRANDS, New York (Fleischmann's Yeast), on Jan. 4, renews Rudy Vallee, orchestra and guest artists in "Fleischmann's Yeast Hour" on 43 NBC-WEAF and supplementary stations, Thursdays, 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS, New York (Chase & Sanborn Coffee), on Jan. 7, renews Eddie Cantor, Rubinoff, orchestra and guest stars on 50 NBC-WEAF and supplementary stations, Sunday, 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS, New York (Royal Gelatin), on Jan. 3, renews "Royal Gelatin Review and Chase & Sanborn Tea Program" on 22 NBC-WEAF and supplementary stations, Wednesdays, 8-8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

LADY ESTHER Co., Chicago (cosmetics), on Dec. 6 renews Wayne King's orchestra and Bess Johnson in "Lady Esther Serenade," on 19 NBC-WEAF stations, Wednesdays, 8:30-9 p. m. Agency: Stack-Globe Advertising Agency, Chicago.

PORTLAND CEMENT ASS'N., Chicago, on Nov. 20 started Floyd Gibbons with Victor Young's orchestra on 20 NBC-WEAF stations, Mondays, 8:30-9 p. m. Agency: J. Walter Thompson Co., N. Y.

LAMONT CORLISS & Co., New York (Pond's cosmetics), on Nov. 24 renewed Victor Young's orchestra with Lee Tracy in "Vanity Fair," on 19 NBC-WEAF stations, Fridays, 9:30-10 p. m. Agency: J. Walter Thompson Co., N. Y.

MJB COFFEE Co. has shifted its Monday night Demi-Tasse Revue over NBC from KGO to KFI, Los Angeles, occasioned by the removal of Ted Fio Rito's band to the southern city. J. P. McEvoy, author and humorist, has been signed as guest star for four weeks. Acme Beer has changed its Stars of the West musical program on NBC-KGO network to 8:15-8:45 on Wednesdays.

NBC CHANGES: Sterling Products "Waltz Time" on WEAF on Dec. 8 shifts to Fridays, 9-9:30 p. m.

Proposed Shuffle Would Allow Four Full Time

A SPECIAL experimental plan under which WBAL, Baltimore; WTIC, Hartford; KRLD, Dallas, and KTHS, Hot Springs, all part-time stations on clear channels, would be accorded full-time operation was submitted to the Radio Commission Nov. 29 in joint applications filed by the stations.

WBAL, now licensed for half time on 1060 kc. (sharing with WTIC), but which has been synchronizing with WJZ, NBC key, asked for authority to operate simultaneously with KTHS on 1060 with 10 kw. until local sunset at Hot Springs, at which time KTHS would suspend operation, while WBAL will synchronize with WJZ on 760 kc. with reduced power until signoff. A similar application was filed by KTHS. WTIC and KRLD asked for special experimental authority to operate simultaneously unlimited time on the 1040 kc. channel formerly shared by the Southern station.

Oxydol Goes Network

PROCTER & GAMBLE Co., Cincinnati (Oxydol), using spot time for several months for that product, will start "Oxydol's Own Ma Perkins" over an NBC-WEAF network Dec. 4, daily except Saturdays and Sundays, 3–3:15 p. m., with repeats for Chicago and the west at 4:30–4:45 p. m. Program tells of the trials of Ma Perkins, an energetic widow in the lumber business and politics, and has been carried for the last four months on WLW, Cincinnati. Blackett-Sample-Hummert, Chicago, handles account.

Jimmy Roosevelt Back

JAMES ROOSEVELT, eldest son of the President, has resumed his series of weekly Yankee Network chats on national affairs after a seven-week trip to Europe. During his absence, the weekly period assigned to him was filled by prominent federal officials of Boston, with each official explaining the duties and methods of his office.

THORNTON W. BURGESS, noted author and naturalist of "B'rer Rabit" fame, has resumed his Monday night broadcasts over WBZ-WBZA, Boston-Springfield, which he suspended three years ago after his Radio Nature League had won 50,000 members.

COVERING THE CORN BELT

Like a Blanket of Snow—

WOW

ON THE N.B.C. BASIC RED NETWORK

No other station in this rich farming market shows intensity figures approaching WOW's. Primary day and night coverage over an area of 75,000 square miles. Winter or summer . . . no matter what season . . . WOW remains in close contact with nearly a million and a half radio listeners

For more complete information, write John J. Gillin, Commercial Manager

590 KILO. **WOW** 1000 WATTS

Owned and Operated by the Woodmen of the World Life Insurance Association

OMAHA - NEBR.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

GREIG, BLAIR & SPIGHT, radio station representatives, have opened offices in the Chrysler Bldg., New York, and at 520 N. Michigan Avenue, Chicago. Humboldt J. Greig is in charge of the New York office and John P. Blair of the Chicago branch. New accounts include KOMO and KJR, Seattle, and KHQ and KGA, Spokane.

ERNEST B. FOOTE, who resigned as vice president of the World Broadcasting Company a short time ago, is established in his new office in the Salmon Tower Bldg., 11 West 42nd Street, New York. Associated with him is Arthur J. Nelson, formerly sales manager of the Encyclopedia Britannica and long active in advertising fields.

WALTER BIDDICK Co., radio station representatives operating in the 11 western states, has opened an office in Denver with G. T. Ripley as manager. Other offices of the company are in Los Angeles, San Francisco and Seattle.

EARLE BACHMAN, who before holding the position of sales director of Amalgamated Broadcasting System was associated with Marschalk and Pratt, Inc., has joined the sales force of Scott Howe Bowen, Inc., New York.

BEAUMONT & HOHMAN, which on Nov. 1 moved its Los Angeles office to the Richfield Bldg., and its San Antonio office to the Tower Bldg., Dallas, announces the opening of a new office in the Exchange Bldg., Seattle, with Stanley Schlenther transferred from San Francisco to take charge.

WILLARD F. LOCHRIDGE, who is handling the Kraft-Phenix Cheese Corp. account, has been promoted from account executive to vice president of the J. Walter Thompson Co. agency.

FREDERICK H. SCHMALZ Advertising Agency, specializing in radio and newspaper advertising, has been opened by Mr. Schmalz in the Alderway Bldg., Portland, Ore.

BUICK MOTOR Co. has moved its advertising offices from Detroit to Flint, Mich., with C. C. LeWald in charge. Olds Motor Co. has moved advertising offices to Lansing, Mich., with V. C. Havens in charge. Pontiac Motor Co. is understood to be planning to move shortly to Pontiac, Mich., with R. H. White in charge.

REORGANIZATION of the radio department of Joseph Katz Company's New York office has been made by Hugh McKay, vice-president in charge. Jack Nelson, formerly with Lord & Thomas, takes charge of musical productions, and H. Lawrence Holcombe is in the post of dramatic director.

KARK, Little Rock, Ark., announces the appointments of Powers & Stone, Chicago, as western representatives; Knox, Inc., New York, eastern, and Carl Schulenberg, St. Louis, and Dillon & Kirk, Kansas City, midwestern.

GEORGE L. FECKE, former radio director for Metro-Goldwyn-Mayer, has been appointed director of radio of Ingalls-Advertising, Boston.

THOMAS L. STIX is conducting a radio agency in New York for literary people, included among those he represents being William Lyon Phelps, Hendrik Willem Van Loon, William Rose Benet, Dorothy Thompson, Will Cuppy, T. S. Stribling, and James and Marjorie Jacobson, who presented "Drake's Drums" over an NBC network.

ARTHUR SIMON, radio editor of the MUSICAL COURIER, has resigned to join the radio staff of Gotham Advertising Co., New York.

GEORGE E. DILWORTH, formerly with NBC, has organized George E. Dilworth, Inc., with offices in the RKO Building in Radio City, New York, to serve agencies having no radio production departments of their own.

HOUSE OF TRE-JUR, Inc., New York (toilet goods and soaps) has appointed Grey Advertising Service, New York, to handle its advertising for its new Mae West and Crepe de Chine perfume lines.

CHICAGO FLEXIBLE SHAFT Co., Chicago (Sunbeam electric appliances) is placing its advertising, including radio, through Willard E. Stevens Advertising Agency, Chicago.

HEMPHILL DIESEL ENGINEERING SCHOOL, Los Angeles, using KNX, Hollywood, for a series, has placed its advertising account with R. H. Alber Co., Los Angeles.

CULVER LABORATORIES, Philadelphia (manicure preparations) has appointed Carter-Thomson Co., Philadelphia agency, to handle its advertising.

CAMPBELL CEREAL CO., Northfield, Minn., (Malt-O-Meal) has appointed the Mitchell-Faust Advertising Co., Chicago, to handle its advertising.

CAPITAL CITY PRODUCTS Co., Columbus, O. (margarine & mayonnaise) has appointed J. Horace Lytle Co., Dayton, O., to handle its advertising.

WARNER-PATTERSON Co., Chicago (radiator cleaner and auto top roofing) has appointed J. L. Sudgen Advertising Co., Chicago, to handle its advertising.

O. M. SCOTT & SONS, Marysville, O. (lawn seed), has appointed the Jay H. Maish Co., Marion, O., to place its advertising.

A. T. Fischer Organizes Direct Recording Corp.

FORMATION of the Direct Recording Corp., which will supply equipment for direct recording under a new simplified process and also will handle transcriptions as well as make records off the air for advertisers, agencies and others, is announced by A. T. Fischer, president of the company. Offices have been established at 50 West 57th St., New York. Mr. Fischer, who developed the new equipment, also is the head of the Visual Training Corp., Cleveland, which specializes in the production of educational sound films for industrial training.

WFBC

ALTOONA, PA.

1310 kilocycles

100 watts

AVAILABLE FOR SPONSORSHIP

"Birthday Greeters" Program

Big Result Getter

Write Roy Thompson

"Voice of the Alleghenies"

PROSPECTS

MORRIS PLAN CO. of Rhode Island will use radio and newspapers in a campaign in that state to be handled by Larchar-Horoton Co., Providence agency.

COWARD SHOE Co., New York, will use radio with newspapers in a campaign to be handled by Fletcher & Ellis, New York.

WEISBROD & HESS BREWING Co., Philadelphia, will use radio with newspapers and outdoor display in a campaign to be handled by Grey Advertising Service, New York.

D. WEEKS & Co., Des Moines (proprietary medicines) has appointed Fairall & Co., Des Moines agency, to handle a radio campaign.

EARNSHAW SALES Co., Newton, Mass. (Vanta baby garments) has appointed Ingalls-Advertising, Boston, to handle its account, and is considering using radio along with other media.

CONSUMERS CREDIT Co., Los Angeles (loan service), a subsidiary of Pacific Finance Corp., will use radio with other media in its 1934 campaign, and has appointed Erwin, Wasey & Co., Los Angeles, to direct it.

BAY STATE NURSERIES, No. Abington, Mass. (trees, shrubs and plants), will use radio with other media in a campaign to be handled by Louis Glaser, Inc., Boston.

TAKING into account the great multiplicity of tubes during the past year, Hygrade Sylvania Corp., Emporium, Pa., has issued a bulletin containing all the tube data required by the engineer, service man and experimenter or amateur. The bulletin divides the many existing standard tubes into various groups, with complete technical data on each and will be sent to anyone on request.

General Motors Campaign

GENERAL MOTORS' big radio campaign on both the NBC-WJZ and the CBS networks gets under way this month. Details of the program for the 17-station NBC hookup have not been announced, but time has been reserved for Sundays, 6-7 p. m., starting Dec. 17. The campaign on CBS starts Dec. 16 over 62 stations, Pontiac presenting Col. Stoopnagle & Budd, Wednesdays and Saturdays, 9:15-9:30 p. m. The same period and same network two nights each has also been reserved for Oldsmobile and Buick, starting Jan. 1, but the definite assignments of time and talent have not been announced. Agency handling the whole schedule is Campbell-Ewald Co., Detroit.

With the President

ACCOMPANYING President Roosevelt during his trip to the South and his sojourn at Warm Springs, Ga., are the two major networks' "presidential announcers"—Carleton Smith of NBC and Robert Trout of CBS. Clyde Hunt, of the CBS Washington engineering staff, and A. E. Johnson, chief engineer of NBC's Washington stations, with Howard Bronberg of his staff, are also along to handle technical details of the several presidential broadcasts.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
474 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

KSD

IN ST. LOUIS

Interest in Radio Entertainment Controls Results in Radio Advertising.

These are some of the popular features broadcast over KSD:

Eddie Cantor
Ed Wynn
Baron Munchausen
Ben Bernie
Wayne King
Paul Whiteman
Capt. Dobbsie
Jessica Dragonette
B. A. Rolfe
One Man's Family
Lum & Abner
Rudy Vallee
Al Jolson
Annette Hanshaw

Red Network Outlet for National Broadcasting Company

Station KSD — The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit
St. Louis San Francisco Atlanta

SHE LISTENS

WABC
NEW YORK

WBBM
CHICAGO

WKRC
CINCINNATI

WJSV
WASHINGTON

WBT
CHARLOTTE

KMOX
ST. LOUIS

WCCO
MINNEAPOLIS-ST. PAUL

WPG
ATLANTIC CITY

DON LEE
CALIFORNIA STATIONS

Ladies in waiting for your program . . . in their kitchens, where buying actually begins.
Only radio can reach them while they work and where they use your product!

XUM

IN A BUYING MOOD . . . .

TO "RADIO SALES" STATIONS

Only radio can get your message to millions of women AT THE POINT OF USE . . . when they need your product . . . and where they use it. "Radio Sales" stations deliver your sales story to MORE millions (by an audited count) in 11 major markets . . . .

She listens in a buying mood because she is planning the day's needs, planning to stock-up, reminded by your radio message that her supply is low. She is going to market. Will your product appear on her list?

She hears your message when she can compare the product in her hand with every competitive point you have to make about yours. Or she hears with renewed conviction the facts about the very product she is using. Only radio gives your sales message this opportunity. And only RADIO SALES, Inc., of all station representatives, can give you ALL the facts about this opportunity: an audited count of your audience: its buying habits, its buying power, and its loyalties to the dominant Columbia Network stations represented by RADIO SALES, Inc.

Ask us for proof that MORE millions of American women listen to Columbia stations because of Columbia's long-established, far-sighted policy of broadcasting MORE network programs through its local stations day after day than any other network.

RADIO SALES, Inc. takes this opportunity, in the second of a series, to point out the advantages of daytime broadcasting, in view of the heavy demands already made upon its stations for evening time.

485 MADISON AVENUE, NEW YORK

RADIO SALES INC.

410 N. MICHIGAN AVENUE, CHICAGO

A DECADE OF RADIO ADVERTISING

●

By HERMAN S. HETTINGER

A book of **facts** in a field in which very few are available.

For the benefit of future radio advertising, Mr. Hettinger here analyzes the trends in radio advertising during the ten years in which it has been in existence. Types of advertisers, types of programs, seasonal use, relative merits of days and hours, future network structure are some of the high lights. ● BROADCASTING says: "New and highly interesting." **$3.00.**

ORDER DIRECT FROM.....

The University of Chicago Press
5750 Ellis Avenue, Chicago

Send me .....cop.... of
A DECADE OF RADIO ADVERTISING
By Herman S. Hettinger ($3.15 postpaid)

NAME.....

ADDRESS.....

.....

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of BROADCASTING: Bay State Fishing Co., Boston (fisheries); Gardner Nursery Co., Osage, Ia. (plants); Hemphill-Diesel Co., Los Angeles (English school); My-T-Fine Corp., Brooklyn, N. Y. (ice cream powder); Northwestern Fuel Co., Minneapolis (coal and coke); Pennzoil Co., Oil City, Pa. (gasoline and motor oil); United Drug Co., New York (Rexall drug products); Western Clock Co., La Salle, Ill.

FAMOUS FEATURES PRODUCTIONS, Los Angeles, announces completion of eight recorded episodes of its "Makers of History." Also in production are "Spotlight of Sports," "Phantom Stowaway" and "Catharine the Great."

CONQUEST ALLIANCE Co., New York, entered the transcription field in November when it contracted with Allied Broadcasting, Inc., Hollywood, to act as its exclusive representatives.

GENERAL SERVICE STUDIOS, Inc., acquiring Metropolitan and Educational Studios in Hollywood, has opened facilities for recording which include sound trucks and studios. Western Electric equipment will be used, with recordings on film and discs. Offices are at 6625 Romaine St., Hollywood.

FREEMAN LANG Sound Studios, Hollywood, have installed additional equipment in the North Gower Street studios for the recording of large symphonies and other groups. The organization produces current bookings for Radio Transcription Co. of America.

TWO NEW developments in electrical transcriptions are announced by Jean V. Grombach, Inc., New York. Flexible acetate pressings, or records, developed by Grombach engineers in collaboration with the Warner Brothers processing plant, are now being used commercially. Grombach also announces a needle for flexible acetate records which increases the life of these records more than 1000 per cent. The new needle now makes the acetate records available for file purposes, and provides agencies with records of programs of original broadcast quality which may be used many times without the necessity of new pressings.

RADIOART GUILD of America, Los Angeles transcription producers, have appointed Mrs. H. B. Lockwood as Chicago representative with quarters in the Drake Hotel. Frank Herman, in the Humboldt Bank Bldg., San Francisco, will be the San Francisco representative.

ROLLO BURKE has been appointed manager in charge of radio transcription sales and recordings for Brunswick in Chicago. He was formerly with the Story & Clark Piano Co.

ROSE-MARTIN, Inc., New York agency, announces it is interested in auditioning actors and actresses for script parts in a series of electrical transcriptions.

STUDIO NOTES

STUDIOS of WDAC, Akron, O., are now being maintained in the Courtland Hotel, Canton, O., as well as at Akron and Tallmadge, and frequent remotes are being carried from Cleveland. The new Canton studios are said to be the most beautiful in Ohio.

FRANK WATANABE, the Japanese houseboy created by Eddie Holden of KNX, Hollywood, claimed a half page of the ASAHI, Tokyo newspaper. The famous comedy team of Frank Watanabe and the Honorable Archie are heard with regularity in Nippon. Pictures of Eddie Holden and his partner, Reginald Sharland, appeared in the same issue with the laudatory story.

SPORTS BROADCASTS are being sponsored successfully over WIP, Philadelphia, by the Adam Hat Store, constituting 80 per cent of its total advertising. The broadcasts included blow-by-blow descriptions of four boxing bouts direct from Madison Square Garden and Ridgewood Grove, N. Y. Heinie Miller, football coach, has also been presented. On the day before the Army-Harvard game an announcer, Angele Palangi, gave a forecast of the gridiron contest direct from the Adam Hat Store amid the usual noise of a crowd of buyers coming and going.

TWO MORE stations reporting the receipt of metal recordings of its programs from Francis Wiseman, 90 Brighton Grove, Newcastle-on-Tyne, England, a DX enthusiast, are WJSV, Washington, and KNX, Hollywood. The KNX recording is believed by Mr. Wiseman to have shattered distance records. He is the European representative of the DXers Alliance.

"MARCH OF TIME," now sponsored by Remington Rand, will be transmitted to England in a special short-wave broadcast by CBS Dec. 9. It will be heard through the facilities of the British Broadcasting Corp. from 10:30 to 11:00 p. m., London time. When William S. Paley, CBS president, was in Europe this summer he concluded arrangements with BBC officials to relay the "March of Time" to English listeners.

WOAI, San Antonio, staged a party Nov. 17, for the Gebhardt Chili Powder Co., San Antonio, which was celebrating the beginning of its ninth year on the air and its 417th consecutive broadcast of the Gebhardt Mexican Players.

Abandonment of WNYC For Economy Rumored; La Guardia Keeps Mum

MAYOR-ELECT Fiorello H. La Guardia of New York has refused to state definitely what his plans are for the municipal radio station, WNYC, in accordance with his policy of formulating complete plans for governing the city before he discloses them, but among those who helped elect the Fusion candidate it is confidently predicted that the station will be abandoned.

There is only one reason advanced for this suggestion—economy. It is felt that the station, being located in the same city as the focal points of three networks and other higher powered outlets, is unable to serve the public by supplying entertainment not available elsewhere. Though Fusion leaders refuse to be quoted, the corollary to the fact that the station performs no entertainment service of any note is the conclusion that it has been used to acquaint the people with the actions of the city government, even in cases where definitely controversial matters were at issue. From this it is but a step to using the station for political propaganda.

The station has been operated by the Department of Plants and Structures, under Commissioner Albert Goldman. The direction of this department is one of the victorious party's spoils after each New York City election. Managing WNYC is Chris Bohnsack, who has also done publicity work for the local democratic party.

Since the city has an asset of some value in WNYC's license from the Federal Radio Commission, the suggestion has been advanced that the station might be retained under an agreement such as that by which CBS operates WPG for Atlantic City, but there are marked differences between the status of a station such as WNYC, broadcasting with low power against strong competition, and that of WPG, which has its own service area.

Iowa Merger Sought

MERGER of KWCR, Cedar Rapids, Ia., with WIAS, Ottumwa, Ia., is proposed in an application filed with the Radio Commission Nov. 21. Proposal is to locate a new transmitter to serve both communities and environs, operating with 500 watts day and 250 watts night on 1430 kc. KWCR now operates on 1420 kc. and WIAS on 1310 kc., the consolidation being designed not to affect Iowa's quota.

Admiral R. F. McLean

REAR ADMIRAL Ridley McLean, former director of U. S. naval communications, under whom many broadcast engineers have served, died on his flagship, the *Nevada*, in San Francisco bay Nov. 12. He was commanding the battleship division of the United States fleet at the time. He was a native of Pulaski, Tenn., and a U. S. Naval Academy graduate of 1894. He was chief of staff of the battle force during the world war.

Pittsburgh's Busy Millions Alert for Dedication of New WCAE Transmission

Steel City's Most Popular Radio Station Plans Surprises for Christmas Present for Radio Fans

New Type Vertical Radiator.

New Speech Input Equipment.

Latest in Telephone Circuits.

Duplicate Power, Light and Telephone Facilities.

Audio Frequency from 35 to 8000 cycles.

Increased Coverage in Primary Area.

True 100% Modulation.

True 100% Service to Pittsburgh Listeners.

True 100% Service to Its Growing Family of Advertisers.

1220 KILOCYCLES **WCAE** 1000 WATTS

INCORPORATED

PITTSBURGH, PENNSYLVANIA

BASIC RED NETWORK, NBC

OUR GIFT TO YOU . . .

When you buy WSM, Nashville, we give you more than your money's worth in the rich and swiftly growing market—THE SOUTH—on which our low rate card is based.

Our gift to you is all that outside territory beyond WSM's immediate market—the great listening audience up in the industrial areas around the Great Lakes, and over to the teeming market of the middle East.

Quite a number of pretty shrewd sponsors have discovered that WSM, Nashville, makes a mighty grand Christmas present for the Sales Department.

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK DETROIT CHICAGO
ATLANTA SAN FRANCISCO

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Member of the "Center of Population" Group

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
NASHVILLE, TENNESSEE

For
Concentrated
Coverage

USE

WSPD

TOLEDO

90% Proven

Listening Audience in an area with a population of one million

BASIC STATION
COLUMBIA
BROADCASTING
SYSTEM

We make no "distance claims" but past performances *prove* results in the area we serve

WSPD

The only Broadcasting Station in Toledo and Northwestern Ohio

Represented by

J. H. McGillvra
2 West 45th St.
New York City

Myron A. Reck
A-1808, 175 W. Jackson Blvd.
Chicago, Ill.

An Answer to Tugwell Critics

(*Continued from page 7*)

tion, so that the individual who diagnoses and treats his own ailments can do so intelligently. It simply gives the self-doctor the same right as any other physician of knowing what drugs he is administering and of deciding for himself whether he will take a habit-forming narcotic.

Will Remove Dangers

FURTHER, if he knows he is allergic to certain drugs, he can avoid them. And, unlike the diabetic whose case came to my attention recently, he will not be persuaded to give up his insulin in favor of a cane-sugar nostrum that will probably kill him. Diabetes, cancer, tuberculosis and other serious diseases offer a profitable field for the quack. While it may be said that no reputable manufacturer would offer remedies for them, it is equally true that the new law is not aimed at reputable manufacturers but at the charlatans who have no such scruples. If the sufferer from a disease in which self-medication is "especially dangerous" insists upon treating himself, his right to do so is in no way abridged by prohibiting the ballyhoo that urges him to flirt with death.

It is one thing to say that the victim of tuberculosis shall no longer be tragically deceived into thinking he is getting a cure when he is simply giving up rational treatment to try a nostrum. It is quite another to deny his right to dose himself with an honest remedy that may soothe his cough and make him more comfortable. People will continue to doctor themselves after the Copeland bill has become law, just as they have treated their own ailments in the past. The bill definitely recognizes their right to do so, and, going further, tries to insure the safety and efficacy of such self-medication.

Can't Stop Advertising

MUCH of the opposition to the Copeland bill seems to be buoyed up by the unflattering assumption that broadcasters and publishers can be blackmailed into support of the patent medicine crowd by threatening them with loss of advertising. This is nonsense. These manufacturers cannot stop advertising and they know it. Advertising is the lifeblood of their business. They will have to go on with it, even at the cost of being truthful.

Another terrifying bugaboo projected by the opponents of the bill is the so-called "czaristic power" conferred upon the Secretary of Agriculture. As a matter of fact, the regulation-making authority granted him now is but the logical extension of the power given him in 1930 to set up standards for certain canned foods. In the proposed law he is authorized to make such regulations in dealing with specific situations as may be necessary for the protection of public health or protection of the public against deception. But wherever the bill delegates such special authority, it clearly delineates the limitations of the grant. His decisions must have a genuine and demonstrable basis in fact, or they will inevitably be overruled as "capricious and arbitrary." Since the courts can review every administrative act, to charge a transfer of legislative, executive and judicial powers to an administrative branch of the government is to tilt at windmills.

The specious plaint that Senator Copeland's proposed new law would jeopardize the NRA is but the sniping of those who seek to hide behind the Blue Eagle. The measure merely writes into permanent legislation those principles of fair play for competitors and consumers that have already been incorporated in the NRA codes.

Tribute to Airtight Bill

SOME TIME ago the department announced its intention of recommending that the language of the bill dealing with the responsibility of advertising media be clarified, so that they cannot be penalized unless they refuse to reveal the identity of those who contract for false advertising. We hold no brief for any part of the text of the bill if its purpose can be better accomplished by other language. However, the violence of the effort to distort the meaning of the bill by those whose questionable practices it would curb is an indication of the effectiveness with which the measure has been wrought. Their sudden hysterical devotion to the present statute is due to the fact that they see no loopholes in the new one for carrying on their profitable deceptions. Reputable manufacturers, on the other hand, if they will study the bill for themselves, will see they have no cause to fear.

NEAREST THE CENTER of POPULATION • • • •

• • • WHAS

If you are looking for the most for your money in radio advertising, you will find it in WHAS. This powerful Mid-western station is the nearest high-powered outlet to the center of population and offers an audience of millions of listeners in Kentucky, Indiana, Illinois, Ohio and Tennessee. Specify WHAS if you want the most effective and most economical coverage in this market.

25,000 WATTS
CLEARED CHANNEL
FULL TIME
820 KILOCYCLES
BASIC CBS STATION
Affiliated with the Center of Population Group

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York — Chicago — Detroit — San Francisco — Atlanta

Broadcasting Sales Tax Measures are Proposed In Kansas and Missouri

FOLLOWING the lead of Oklahoma and Washington, which in recent months adopted state sales taxes on broadcasting service, measures proposing similar taxes have been introduced in the Kansas and Missouri legislatures. Numerous other states are understood to be considering similar legislation for general state sales taxes, embracing radio, with the object of raising additional revenues.

The Kansas proposal, titled the Emergency Sales Tax Act of 1933, on Nov. 15 was reported by committee to the legislature. It proposes a 3 per cent tax "upon all sales of service in radio casting, hiring or renting of radio casting equipment and facilities."

The Missouri bill, which expires by its own limitations after two years, would levy a tax of one-fourth of 1 per cent of the gross receipts, including "sales of service by radio casting equipment or facilities."

With such measures springing up throughout the country, the NAB tax committee, headed by E. M. Elkin, KDKA, Pittsburgh, is making a legal study of the problem. A conference on the subject was held in Washington Nov. 21 between Mr. Elkin and Philip G. Loucks, NAB managing director.

NO OTHER STATION IN THE WORLD COULD WRITE THIS AD!

THOSE who have followed station W-G-N on the air have witnessed radio broadcasting history in the making. W-G-N experimented, innovated, and stepped the fastest pace in bringing new and larger programs to listeners.

This single radio station, the most enterprising in America, has broadcast the great news events of the country to an extent comparable with the two networks. W-G-N, reflecting the world-wide news gathering activities of THE CHICAGO TRIBUNE, has served its listening audiences with brilliant broadcasts of the outstanding news spectacles of the last decade, with its own announcers, over its own leased wires—independent of chain hookups.

In the first month of its existence in May, 1924, W-G-N inaugurated the broadcast of the great 500 mile Indianapolis automobile race, a breathtaking program which lasted nearly seven hours. With a sound-proof broadcasting booth beside the track and with microphones at the foot of the home stretch and back stretch, all over the grandstands and in the pits, the station delivered a technical and thrillingly told story of the vast spectacle. This feature was repeated annually and exclusively by W-G-N.

In 1925 W-G-N showed the radio world how to broadcast the Kentucky Derby and every year since then the colorful and gripping story of the Louisville classic has been brought to the W-G-N audience by its corps of announcing engineers and turf experts.

Also in 1925, W-G-N, at a cost of $1,000 a day for long distance wires, broadcast the entire Scopes evolution trial from Dayton, Tenn.

The courtroom was rearranged to accommodate the microphone requirements, and the testimony of the witnesses, the utterances of the judge, and the pleas of respective batteries of famous attorneys headed by Clarence Darrow and the late William Jennings Bryan were broadcast exclusively by W-G-N.

In 1924 the Tribune station, not content with broadcasting the football and baseball games in Chicago when there were more important contests elsewhere, inaugurated a series of football broadcasts which, over a period of nine years, no other single station can equal.

W-G-N is the only station which has broadcast from every campus in the Big Ten and included in its coverage of great games the campuses of the University of Nebraska, the University of Pennsylvania and the University of Southern California. **In one year alone, 1932, W-G-N sent its announcing and engineering staff to Ann Arbor, Mich.; South Bend, Ind.; Champaign, Ill.; Cleveland, O.; Minneapolis, Minn., and Los Angeles, Cal., the latter being the longest remote control broadcast ever engineered by a single radio station.**

W-G-N has become known as the station which broadcasts FROM greater distances than other stations broadcast TO. In January, 1926, the station rented lines to Washington, D C , to bring to the homes of the middle west the voices of the senators engaged in the heated World Court debate

In 1928 the same crew broadcast the entire Republican convention from Kansas City and the Democratic convention from Houston, Texas, the latter at a cost of approximately $10,000 a day In both convention halls there were only three broadcasters, the networks and W-G-N

In 1926 W-G-N broadcast exclusively an entire performance of Morris Gest's mammoth production, "The Miracle," from the Auditorium theater in Chicago, a moving story of the pantomime accompanying the pickup of the orchestra music.

Again, in 1932, W-G-N scooped the radio world by being the only station, on or off a network, to broadcast every minute of the Republican and Democratic conventions in Chicago, canceling 41 commercial programs to provide the time for the engrossing political sessions. The station was the only major broadcaster to give to the radio audience the presentation of the Democratic platform

In 1931 millions of listeners, through W-G-N's own microphones, attended the funeral services of Coach Knute C. Rockne of Notre Dame at South Bend Indiana, a daring experiment which developed into a beautiful broadcast, praised by all creeds.

In all fields of sport W-G-N has outdistanced every competitor Since the first broadcast of the Chicago city series in 1924 the station has put more baseball games on the air than any other broadcaster in the world. It is the only station that has ever broadcast an evening of boxing matches over its own lines from as great a distance as New York to Chicago.

The enterprise of the station in bringing public figures before its microphone, regardless of distance or expense, has been cheered by the radio audiences. In 1926 an exclusive remote control broadcast of an address by Herbert Hoover was brought from Washington. In 1927 addresses by Senator James E. Watson of Indiana and Senator James A. Reed of Missouri were broadcast over W-G-N lines from Indianapolis and Kansas City respectively.

In 1925 the station staged a debate on prohibition in its own studios, importing two leading exponents of the wet and dry issues, Clarence Darrow and the late Wayne B. Wheeler, at considerable expense. In 1926 the station arranged through its correspondent in Rome, Italy, for the first phonograph reproduction of the voice of Premier Benito Mussolini. Mussolini made his first phonograph record through a W-G-N microphone, and his address of greeting to Americans and Italians in America was shipped overseas and put on the air in Chicago.

In every other field of radio entertainment the station has blazed new trails. W-G-N was the first station in Chicago to have a radio comic strip ("Sam 'n' Henry," now known as "Amos 'n' Andy"), its own composers, its own librettists, reproductions of great historical events, a thirty-five piece dance orchestra in the studio, and its own dramatic, operatic, and musical comedy companies. The fascinating feature, the reading of the Sunday "Funnies" to the children, was originated by the station in 1924.

The station has long been famous for its origination of great radio features and acts. It gave to the radio world, in addition to the above mentioned comic strip, "Clara, Lu 'n' Em," "Little Orphan Annie," East and Dumke ("The Sisters of the Skillet"), "The Singing Lady," and Floyd Gibbons

The local success of sponsors' features has prompted clients to increase their advertising appropriations to expand to network broadcasts. W-G-N at present is the only radio station feeding features to both of the national networks: "Little Orphan Annie," "Clara, Lu 'n' Em," "The Singing Lady" over the National Broadcasting chain, and "Painted Dreams," "Just Plain Bill," and "The Story of Helen Trent" over the Columbia Broadcasting system.

Do you wonder why W-G-N is first in popularity in the middle west?

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL

416.4 METERS—720 KILOCYCLES

NATIONAL PRESTIGE . . . SUPERIOR PROGRAMS . . . 25,000 WATTS POWER . . . CLEAR CHANNEL . . . INTENSIVE ZONE 7 COVERAGE

XUM

ACTIONS OF THE
FEDERAL RADIO COMMISSION

NOVEMBER 14 TO NOVEMBER 30 INCLUSIVE

Applications . . .

NOVEMBER 15

WOL, Washington—License to cover CP granted 8-22-33 for changes in equipment.

NEW, Western Pennsylvania Broadcasting Co., Greensburg, Pa.—CP for new station, exact location to be determined, 620 kcs., 250 w., D.

NEW, Walter B. Stiles, Inc., Muskegon, Mich.—CP to use 1310 kcs., 100 w., unlimited time.

WSAJ, Grove City, Pa.—Modification of license to reduce specified hours of operation.

WRAW, Reading, Pa.—Modification of license to change hours from share WGAL to unlimited time (if and when application of WGAL to vacate 1310 kc. frequency is granted).

WNRA, Muscle Shoals City, Ala.—License to cover CP granted 6-2-33 and modification for new station to use 1420 kcs., 100 w., D.

NEW, Pine Bluff, Ark.—CP for new station, exact location to be determined, to use 1500 kcs., 100 w., D.

WCBS, Springfield, Ill.—CP to move transmitter locally.

NEW, R. E. Carroll, Sheridan, Wyo.—CP to use 1370 kcs., 100 w. specified hours amended to change name of applicant to Big Horn Broadcasting Co., change equipment and to request unlimited hours.

KOL, Seattle—CP to change transmitter site locally, new equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. to LS.; resubmitted corrections made and requested facilities KXA, Seattle.

KFKA, Greeley, Colo.—CP to move transmitter and studio to Cheyenne, Wyo., change frequency, power and hours from 880 kcs., 500 w. night, 1 kw. to LS., share KPOF to 780 kc. 1 kw., unlimited time.

Applications returned to: NEW, J. S. Groves, Dallas—CP to use 940 kcs., 250 w. unlimited; NEW, James Williams, Brookhaven, Miss.—CP to use 1400 kcs., 2½ w. limited time and D.; NEW, James A. and R. W. Britton, Juneau, Alaska—CP to use 1210 kcs., 100 w. D.; KFKA, Greeley, Colo.—CP to move outside city limits of Greeley.

NOVEMBER 17

WBAL, Baltimore—Renewal of special experimental authorization to synchronize with WJZ on 760 kcs. when WTIC is operating on 1060 kcs., using 2½ kw.

NEW, American-Republican, Inc., Waterbury, Conn.—Special experimental authorization to construct a new station to use 1520 kcs., 1 kw. power, unlimited time.

WCAE, Pittsburgh—Modification of license to increase operating power of auxiliary transmitted from 100 w. to 500 w.

KGBZ, York, Neb.—Special experimental authorization to use 1 kw. power between 5 and 6 a. m. daily except Sundays from 11-15-33 to 3-31-34.

WKBB, East Dubuque, Ill.—License to cover CP granted 10-21-32 (move station from Joliet, Ill., change frequency and hours to 1500 kcs., specified hours).

WNAX, Yankton, S. D.—Modification of license for authority to use formerly licensed W. E. 1 kw. transmitter as auxiliary transmitter.

Applications returned: WDEL, Wilmington, Del.—Special experimental authorization to use 500 w. nighttime on experimental basis; WSMB, New Orleans—License to cover CP granted 10-20-33; NEW, J. H. Squires and A. E. Cullum, Jr.—CP to use 1200 kcs., 100 w., D. (facilities of KGKL, San Angelo, Tex.

NOVEMBER 22

NEW, Anna Unger, Brooklyn, N. Y.—CP to erect a new station to be operated on 1400 kc., 500 w., sharing time with WVFW, WBBC and WLTH.

WODX, Mobile, Ala.—Consent to involuntary assignment of license of WODX from Mobile Broadcasting Corp. to W. G. Austin and W. O. Pape, receivers.

WCLS, Joliet, Ill.—Modification of license to make a change in the specified hours of operation.

WBOW, Terre Haute, Ind.—CP to change frequency to 1360 kc., increase power to 1 kw. and make changes in equipment (facilities of WGES), amended to request authority to move transmitter to a location to be determined.

KWCR, Cedar Rapids, Iowa—CP to consolidate WIAS and KWCR, transmitter location to be determined; install new equipment, change frequency from 1420 kc. to 1430 kc.; increase power from 100 w. night, 250 k. W. to 250 w. night, 500 D., unlimited time.

KGCX, Wolf Point, Mont.—Authority to install automatic frequency control.

KWFV, Hilo, Hawaii—Modification of CP granted 6-30-33 to erect a new station to change proposed transmitter and studio location; install new equipment and extend commencement and completion dates.

Applications returned: KCRC, Enid, Okla.—Modification of license to change frequency from 1370 kc. to 1230 kc., increase nighttime power from 100 w. to 250 w., and change from sharing with KGFG to unlimited; NEW, Floydada, Tex.—CP to erect a new station to be operated on 960 kc., 15 w., D. and limited; KARK, Little Rock—Modification of CP granted 6-9-33 authorizing changes in equipment to make further changes in equipment and extend dates; WWAE, Hammond, Ind.—CP to change equipment, change frequency from 1200 to 1050 kc., increase power from 100 w. to 1 kw. and hours of operation from sharing WFAM to unlimited.

NOVEMBER 26

KCRC, Enid, Okl.—Modification of license to change frequency from 1370 to 1230 kc., increase power and hours of operation (facilities vacated by KGGF).

WTEL, Philadelphia—Modification of license to change frequency from 1310 to 1500 kc. and hours of operation from sharing with WHAT to unlimited (facilities vacated by WPEN).

WTRC, Elkhart, Ind.—Modification of license requesting simultaneous nighttime operation with WLBC amended to request application be considered under Rule 6 f and g.

WBOW, Terre Haute, Ind.—CP to make changes in equipment, change frequency from 1310 to 1360 kc., move transmitter; amended to increase power from 100 w. to 500 w. night, 1 kw. D.

Applications returned not in proper form: WHBC, Canton, O.—Special experimental authority to operate unlimited time; WPAD, Paducah, Ky.—CP to change equipment, change frequency from 1420 to 1120 kc., power from 100 w. to 250 w. (facilities of WLAP, Louisville); NEW, James R. Curtis, Longview, Tex.—CP to operate on 100 w. unlimited time, no frequency specified; KFOR, Lincoln, Neb.—License to cover CP for changes in equipment; KUSD, Vermillion, S. D.—Modification of license to reduce hours of operation; KGHF, Pueblo, Colo.—Consent to voluntary assignment of license to Curtis P. Ritchie; WISN, Milwaukee—Modification of license to increase D. power to 500 w.

NOVEMBER 29

NEW, The Northern Corp., Chelsea, Mass.—CP for new station on 1500 kc., 100 w. night 250 w. D. and unlimited time. Facilities WLOE, Boston.

WBAL, Baltimore, Md.—Special experimental authority to operate simultaneously with KTHS on 1060 kc. with 10 kw. until local sunset at Hot Springs at which time KTHS will suspend operation until 8 p. m. CST and WBAL will continue operation on 1060 kc. each day until 9 p. m., EST at which time WBAL will synchronize with WJZ on 760 kc., 2½ kw., until suspension of broadcasting for that day.

WTIC, Hartford, Conn.—Special experimental authority to operate simultaneously with KRLD (unlimited) on 1040 kc.

WLIT, Philadelphia.—Special experimental authority to increase power from 500 w. to 1 kw.

WFI, Philadelphia.—Special experimental authority to increase power from 500 w. to 1 kw.

KRLD, Dallas, Tex.—Special experimental authority to operate simultaneously with WTIC (unlimited) on 1040 kc.

KTHS, Hot Springs, Ark.—Special experimental authority to operate simultaneously with WBAL on 1060 kc., with 10 kw. until local sunset at which time KTHS will suspend operation until 8 p. m., CST when it will resume operation on the same frequency (1060 kc.) for the remainder of the broadcast day.

WMC, Memphis, Tenn.—CP to install new equipment, move main studio from Memphis to Frankstown, Miss., and increase power from 500 w. night 1 kw. D. to 1 kw. night 2½ kw. D.

Applications returned: WTMJ, Milwaukee, Wis.—Modification of license to increase power from 1 kw. night 2½ kw. day to 2½ kw. night 5 kw. day regular and experimentally (request of applicant).

WBNX, New York—CP for changes in equipment and move main studio locally.

KLCN, Blythesville, Ark.—Modification of CP for new equipment and extend completion date to Dec. 1.

WKBC, Birmingham, Ala.—CP for new equipment and increase power from 100 w. to 100 w. night and 250 w. D.

NEW, Marfa, Tex.—Texas Frontier Broadcasting Co., P. R. Halleron and Vic Gallagher, CP new station 1210 kc. 100 w. U.

WKBB, East Dubuque, Ill.—Modification of license to change specified hours.

KGBZ, York, Neb.—Consent for assignment from Dr. George R. Miller to KGBZ Broadcasting Co.

WKBV, Richmond, Ind.—License to cover CP for changes in equipment and move from Connersville, Ind., to Richmond.

Decisions . . .

NOVEMBER 14

KQV, Pittsburgh—Granted special temporary authority to operate from 5:15 to 3:30 p. m., EST, on Sundays during remainder of November and December provided WSMK remains silent.

WSMK, Dayton, O.—Granted special temporary authority to operate from 7:15 to 7:30 p. m., EST, on Sundays, during remainder of November and December provided KQV remains silent.

WJBW, New Orleans—Denied authority to operate unlimited time on 1200 kc., pending decision on application requesting unlimited time.

NOVEMBER 17

WJBW, New Orleans.—Granted license covering move of transmitter and studio locally; 1200 kc., 100 w., shares equally with WBBX.

WFIW, Louisville.—Granted modification of CP approving exact location of transmitter and studio at Brown Hotel, Louisville.

WBBX, New Orleans.—Granted extension of special authority to remain silent from Nov. 15 to Dec. 1.

Set for hearing: WJEJ, Hagerstown, Md.—CP to change frequency from 1210 to 1330 kc., increase power from 100 w. to 1 kw., install new equipment and move transmitter locally.

WJJD, Mooseheart, Ill.—Denied request for special temporary authority to operate each evening until 8:30 p. m., in accordance with consent of KSL, the dominant station on that frequency.

Applications, heretofore set for hearing, were dismissed at request of applicants: WFBR, Baltimore, Md.—Modify license to increase power to 1 kw.; WNAX, Yanktown, S. D.—Modification of license to use old transmitter as main transmitter at night; WDBO, Orlando, Fla.—Modify license to increase power to 1 kw. (facilities of WRUF).

WPFB, Hattiesburg, Miss.—Denied CP to move to Tuscaloosa, Ala., because of failure to appear at hearing.

WBZ, Boston.—Granted modification of license to increase power from 25 to 50 kw., on present frequency—990 kc.

WHAM, Rochester, N. Y.—Granted same as above, except frequency 1150 kc.

WGN, Chicago.—Same except frequency 720 kc.

NEW, Greensburg Broadcasting Co., Greensburg, Pa. (Ex. Rep. 511).—Denied CP for new station to operate on 1420 kc., 100 w. power, D. hours, sustaining examiner Hill.

WJEJ, Hagerstown, Md.—Granted special temporary authority to operate without a frequency monitor for 10 days, in order that monitor may be sent back to factory.

NOVEMBER 21

KBTM, Paragould, Ark.—Granted CP to move transmitter and studio to Jonesboro; also granted authority to install automatic frequency control at new location.

KVOO, Tulsa, Okla.—Granted license covering increase in power from 5 kw. to 25 kw.; installing new equipment, changing hours from sharing equally with WAPI to simultaneous day and sharing night with WAPI.

WSAI, Cincinnati—Granted extension of special authority for 90 days to use 1 kw. night, 2½ kw. day, using directional antennae, experimentally.

WORC, Worcester, Mass.—Granted extension to 3-1-34, of special experimental authority to operate on 1280 kc. with 500 w. unlimited.

WMBH, Joplin, Mo.—Granted temporary authority to operate from 9:30 to 10:30 p. m., CST, on Dec. 8, and from 2:30 to 3:30 p. m., CST on Dec. 3, 10, 17, 24 and 31.

WGCM, Mississippi City, Miss.—Granted special temporary authority to operate from 2 to 4:30 p. m., CST, on Nov. 30, and from 9:30 to 9:45 a. m., CST, on Dec. 31.

KASA, Elk City, Okla.—Denied authority to suspend Rule 151 for period of four months, to reduce unlimited hours to specified hours.

NOVEMBER 24

WHDL, Tupper Lake, N. Y.—Granted CP to move station from Iroquois Hotel to Altamont Hotel, Tupper Lake.

WPTF, Raleigh, N. C.—Granted special temporary authority to operate without approved frequency monitor Nov. 22 and Dec. 5. Also granted modification of CP to extend completion date from Nov. 19 to Feb. 19, 1934.

WSOC, Gastonia, N. C.—Granted extension of program test period for period of 30 days, pending action on application for license.

WNBW, Carbondale, Pa. (Ex. Rep. 503).—Denied application for renewal of license, sustaining Examiner Hill. G. F. Schiessler and M. E. Stephens, denied application for involved assignment of license of WNBW to operate on 1200 kc., 10 w., unlimited time.

WBCM, Bay City, Mich. (Ex. Rep. 514).—Denied application to operate station with 1 kw. for 60 days. Commission convinced proposed operation would result in objectionable interference in reception of other stations. Examiner Walker sustained.

WIND, Gary, Ind.—Reconsidered action of 8-29-33, and withdrew application from hearing docket and authorized issuance of regular license, expiring 3-1-34. WIND, which applied for facilities, defaulted application on Nov. 10.

WSOC, Charlotte, N. C.—Granted license covering move of station from Gastonia to Charlotte, N. C., and making changes in equipment.

WOR, Newark, N. J.—Granted modification of license extending commencement date to 1-16-34, and completion date to 6-16-34.

WSB, Atlanta—Granted license for authority to use former main transmitter at its present location as an auxiliary; maximum rated power 5 kw.

WNBO, Silver Haven, Pa.—Granted renewal of license on temporary basis and designated application for hearing.

WCLS, Joliet, Ill.—Granted modification of license to change specified hours.

KFYO, Lubbock, Tex.—Granted renewal of license on temporary basis, subject to such action as the Commission may take on application for renewal.

Set for hearing: NEW, Fred W. Christian, Jr., and Raleigh W. Whiston, Norco, Cal.—CP for new station, 1280 kc. 500 w., unlimited time; NEW, Voice of Southwestern Pennsylvania, Inc., Silver Haven, Pa.—CP for new station, 800 kc., 1 kw. limited hours, sunset Dallas (facilities of WNBO).

NOVEMBER 28

WBAL, Baltimore, Md.—Granted extension to Feb. 1, 1934, of special experiments authority to operate synchronously with WJZ on 760 kc. with 2½ kw.

WEBC, Superior, Wis.—Granted extension of authority to use auxiliary transmitter to Dec. 15, while erecting new radiator.

WCAE, Pittsburgh, Pa.—Granted authority to operate auxiliary transmitter at present location from Dec. 15 to Jan. 15, while moving main transmitter.

RENEWAL OF LICENSES:

Stations granted renewal on temporary basis, subject to such action as Commission may take pending applications for renewal: WIAS, Ottumwa, Ia.; WPHR, Petersburg, Va.; KFOR, Lincoln, Nebr.; KGDE, Fergus Falls, Minn; WCAT, Rapid City, S. Dak.—License extended on a temporary basis, to January 1, 1934, pending receipt and/or action on application for renewal.

KWEA, Shreveport, La.—Designated application for renewal for hearing, and granted temporary license subject to Commission's decision upon any application pending affecting this station.

Set for hearing: WBHS, Huntsville, Ala.—Renewal of license; 1200 kc., 100 w. shares with WFBC.

WDBJ, Roanoke, Va.—Suspended grant made Oct. 27, 1933, increasing night power from 250 to 500 w., and set for hearing application for modification of license because of protest of Havens & Martin, Inc. (WMBG), Richmond, Va., filed Nov. 9, 1933.

Examiners' Reports . . .

KOIN, Portland, Ore.—Examiner Walker recommended (Report 523; Docket 2134) that application for 2½ kw. LS be denied because Portland, the State of Oregon and fifth zone are all overquota.

NEW, Wyoming Broadcasting Co., Cheyenne, Wyo.—Examiner Hill recommended (Report 524; Docket 2137) that application for CP on 780 kc., 500 w. night, 1 kw. LS, unlimited time be denied.

WGNY, Chester Township, N. Y.—Examiner Hill recommended (Rep. No. 525, Docket 2120) that application of WGNY for authority for increase in hours from eight hours per week to share equally with WJBT, WFAS and WGBB on 1210 kc., with 100 w., be granted.

WMBR, Tampa, Fla.—Examiner Walker recommended (Report No. 526, Docket 2180 and 2181) that application to remove station from Tampa to Jacksonville on 1370 kc. with 100 w. full time, be granted.

Metropolitan Opera Goes Back on NBC Dec. 25

METROPOLITAN OPERA returns to NBC networks direct from the stage of the Metropolitan Opera House in New York for the third season on Dec. 25, M. H. Aylesworth, NBC president, announced Nov. 25. A score or more of the season's operas will be carried on nation-wide networks under arrangements made by Gerald Chatfield, NBC director. The continuation of the Metropolitan broadcasts was made possible by a guarantee fund of $300,000 raised last spring by radio and stage appeals by a committee headed by Lucrezia Bori.

Paul D. Cravath, chairman of the board of Metropolitan, has lauded NBC not only for bearing the "necessarily heavy expense of broadcasting" but for making a "substantial direct money contribution toward the support of the Metropolitan Opera Co." The amount of NBC's contribution was not stated. O. B. Hanson, NBC manager of technical operations and engineering, is arranging the pickup details, which include 10 velocity microphones placed in the wings, footlights and on the proscenium arch. The control room will be in a parterre box, with the commentator in a glass enclosed anteroom.

WORC, Worcester, Mass., has been granted an extension to March 1, 1934, of its special experimental authority to operate full time on 1280 kc. with 500 watts.

OLD WORLD KEEPS PACE WITH U. S.

British and Central European Visitors Report Progress In Broadcasting Despite Different Systems

BROADCASTING in the Old World is keeping pace with progress in the United States, but along widely divergent lines, according to appraisals by two visiting European radio executives. They are Sir John Reith, managing director of the British Broadcasting Corp., and Dr. Max Jordan, director for Central Europe of the NBC, who was sent to Europe two years ago after having served as Washington correspondent.

Sir John, here to attend the opening of Radio City last month and to participate in the NBC dedicatory ceremonies, declared that British broadcasting is showing rapid development under government operation and without commercial sponsorship. Dr. Jordan made the journey to the United States aboard the Graf Zeppelin, also to attend the NBC opening, and departs for his headquarters at Basle, Switzerland, sometime this month.

British Sets Increase

IN AN INTERVIEW with Orrin E. Dunlap, Jr., published in the NEW YORK TIMES, Sir John declared that 5,800,000 of the 7,000,000 homes in the British Isles now have receivers. Each set owner pays $2.50 a year as a listener tax, which fund supports the kingdom's broadcasting. During the last 12 months, Sir John said, the number of licenses increased by 900,000.

Since broadcasting began in England, the crystal set, almost unknown now in this country, has been all popular, according to the British executive. But now, he asserted, the crystal set is beginning to disappear, and the two-tube outfit is a favorite. This is in contrast to the twelve-tube superheterodynes in vogue in this country.

Differences in methods of program presentation were described by Sir John. He said the belief in this country that political broadcasts are barred over the BBC is erroneous. A current political series, for example, he said, is based in a general way on the number of votes cast in the last general election, with each party on a ratio accordingly.

Popular, Not Educational

WHILE many educational programs are broadcast, Sir John said the word "education" is used guardedly on the air. It is better to refer to them as "popular talks" rather than label them educational talks. This seems to account for reports from abroad that educational talks predominate. By classifying as educational those popular features broadcast over networks and stations in this country, the amount of such "educational" broadcasts probably would equal or exceed the average offered by continental stations.

"America seems to have the opinion that we broadcast more education than entertainment," he said. "That may be true, but it is not education in the sense of being dry material. That is not so. The talks are popular."

As to television, Sir John said the BBC is keeping an eye on it. "We have been experimenting during the past two years and have recently increased the number of lines in the pictures from 30 to 120. Ultra-short waves are used for the television, and I think the cathode ray, but I am not sure, because I am no technician. I do know, however, that micro-waves and television at present are unknown quantities, and we are not aware to where they will lead."

Speakers Demand Pay

DR. JORDAN, who conducted the network relay broadcasts from the Graf on the way over, declared that, unlike the American orator, the European speaker over the air must be paid for talking or he won't talk. Dr. Jordan said he was endeavoring to ascertain what American listeners want in the way of international broadcasts from Europe. He said European listeners like nearly every type of American program with the exception of jazz, which they do not quite understand. Despite improvements in transmission technique, he said international broadcasts must still depend upon favorable atmospheric conditions for success.

Marrying Parson on Air

KMTR, Hollywood, has sold time, starting in January, to the Rev. John Troy, of the "Church of California" in downtown Los Angeles. Program will be called the "Honeymoon Breakfast Club," and will be heard for an hour on Sunday mornings with a bona fide radio wedding, including hymn singing, choir and sermon. The parson will call attention to his downtown institution for marrying couples without delay, pomp or ceremony.

Advertising Still Banned By Canada Commission

THE CANADIAN Radio Broadcasting Commission has rejected a proposal to carry sponsored advertising over its network for the present at least, according to the following formal statement, recently issued:

For some time the Canadian Radio Commission has been considering a proposition laid before it with regard to sponsored advertising programmes on its network. A premature announcement of inquiries it was making of stations, which appeared in the Press, led to the assumption that the policy had been definitely settled on. This was not the case, although it was deemed wise to give authentic information on the subject under discussion to the public.

Today the commission considered the information it had collected from all sources, and after discussing the question from every angle, decided that at the present time it would not be advisable to go ahead with the plan. For the present, at least, network advertising will be left in private hands, the Commission continuing to avail itself of advertising for the support of the local stations it itself operates.

New Montreal Station

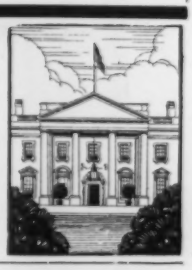
OPERATING on the Canadian exclusive clear channel of 910 kc., the 5 kw. CRCM, newest station owned and operated by the Canadian Radio Broadcasting Commission, is now on full daily schedule. It will be the exclusive Montreal outlet for the Canadian program exchanges with the U. S. networks and for the Commission's own network programs. The Commission is also reported considering favorably several new low power stations in northern Ontario and one in Prince Albert, Sask., these to be licensed to private enterprises.

RUDY VALLEE is scheduled to leave for Hollywood Dec. 8 to be in George White's "Scandals" at the Fox lot. The Fleischman NBC broadcasts will originate from the coast during his western stay.

Smart surroundings in WASHINGTON

The pleasure of your visit to Washington will be enhanced by smart surroundings in Hay-Adams House.

This hotel, located near the Federal Radio Commission and business district, offers the best in accommodations. Write or wire NATHAN SINROD, MANAGER, for further information.



HAY-ADAMS HOUSE

Opposite the White House

Depreciation Formula Being Drafted by NAB

A FORMULA for determining rates of depreciation of broadcasting station equipment, including transmitters, antennas, studios and similar apparatus, is being drafted by the Bureau of Internal Revenue in cooperation with the NAB tax committee. Officials of the appraisal division of the bureau conferred Nov. 21 with Philip G. Loucks, NAB managing director, and E. M. Elkin, chairman of the NAB tax committee. NAB will collect all possible data on the subject and submit a report to the bureau as early as practicable.

One of the salient questions is what types of service are chargeable to expense and what should be listed as depreciation. NAB will gather information from all available sources, including stations, networks, equipment manufacturers and accountants.

Hearst Opposes Bill

AN EDITORIAL, which appears to be the opening gun of a campaign, denouncing the Tugwell Bill as too far-reaching in that it would substitute "despotic industrial control by irresponsible and frequently ignorant government officials" over an important group of industries, was published in the WASHINGTON HERALD and in other Hearst newspapers Nov. 24. The editorial supports the avowed motives behind the measure but condemns the present bill as being unnecessarily broad.

Modification of Drugs Bill Foreseen

(*Continued from page 6*)

was at this session that a decision was reached not to make any public pronouncement of the ANA stand, but rather to allow the particular industries involved, through their commodity trade associations, to take action.

Prof. Tugwell himself was tentatively scheduled to address the convention, but repeated efforts to arrange a definite date proved futile. Previous engagements were said to have prevented his appearance. Many delegates felt, however, that the Assistant Secretary purposely side-stepped the meeting.

Bill Held Too Rigid

THE ANA attitude, like that of the NAB, seems to be that there are many abuses of the Food and Drugs Act by disreputable manufacturers and that questionable advertising has seeped into print and on the air. Advertising media generally take the stand that they do not want to be identified with harmful products. Yet it is felt that the Tugwell bill is far too drastic and that the purpose can be accomplished without legislation so rigid. In some quarters there is the view that NRA codes of fair competition for the industries involved might outlaw disreputable products and advertising in the food, drug and cosmetic fields and thus eliminate the need for specific blanket legislation such as the Tugwell bill.

Further indication of administration support of the Tugwell measure was given Nov. 14 by Mr. Campbell, in his annual report as chief of the Food and Drug Administration. He indicated that a determined effort will be made at the forthcoming session to overhaul the existing law, enacted in 1906. He said that the demand for revision received "a new impetus during the year through the interest of the President of the United States and the sympathy and cooperation of the Secretary and Assistant Secretary of Agriculture."

The principal features of the proposed legislation he enumerated as follows:

1. Cosmetics are brought within the scope of the statute.
2. Mechanical devices intended for curative purposes, and devices and preparations intended to bring about changes in the structure of the body are also included within the purview of the law.
3. False advertising of foods, drugs, and cosmetics is prohibited.
4. Definitely informative labeling is required.
5. A drug which is, or may be, dangerous to health under the conditions of use prescribed in its labeling is classed as adulterated.
6. The promulgation of definitions and standards for foods, which will have the force and effect of law, is authorized.
7. The prohibition of added poisons in foods or the establishment of safe tolerances therefor is provided for.
8. The operation of factories under federal permit is prescribed where protection of the public health cannot be otherwise effected.
9. More effective methods for the control of false labeling and advertising of drug products are provided.
10. More severe penalties, as well as injunctions in the case of repeated offenses, are prescribed.

Dependent on Public Interest

MR. CAMPBELL described the bill as one drafted for "public protection." Its eventual fate, he said, will depend largely upon a manifestation of public interest. He explained that under the measure the label provisions of the law will apply also to all forms of advertising—"the responsibility for the truth of such statements being the manufacturer's, not the publisher's."

That some organizations, notably those identified with women's activities, will support the major features of the Tugwell bill was evidenced in the endorsement of the bill by the N. Y. State Federation of Women's Clubs at Elmira, Nov. 16 when a committee was named to attend hearings.

At the Elmira meeting, Dr. C. Houston Goudiss, noted food expert, and an early associate of Dr. Harvey W. Wiley, who was responsible for the enactment of the 1906 Food and Drugs law, attacked the measure as another "over-zealous measure like our unhappy Eighteenth Amendment and the Volstead Act." Explaining that he had been a crusader for the proper kind of legislation, Dr. Goudiss said he has learned that evaded laws are even more dangerous than no laws at all.

Would Leave Way Open

"WHEN I was first informed that our Congress was ready to consider a new pure food and drug law, or a revision of the old law, I was exultant," he said. "To a radio audience last July, I told the good news, assuring my hearers that they would have protection against unscrupulous manufacturers of impure foods and injurious drugs and cosmetics. Later, when I read the proposed law, now familiar to all of us as the Tugwell bill, my heart fell with foreboding. I recognized it as only another over-zealous measure like our unhappy Eighteenth Amendment and the Volstead Act. I saw, as clearly as though the future were spread in panorama before me, that this Tugwell bill, enacted into law, would defeat the purpose of every one of us who is working to protect the public health.

"The Tugwell bill is fraught with danger. It is filled with inconsistencies, ambiguities and provisions that would work great harm. In moral principle it is desirable. In effect, it would prove disastrous. Rather would I combat it now, and by defeating it, keep open the opportunity to secure a good, workable law, than try to salvage the wreck later on. * * *

"Not in the hey-day of unenforceable prohibition was there a greater opportunity for corruption. Indeed, the potential dangers of the Tugwell bill are even more menacing; for the Tugwell bill permits no appeal from the autocratic decisions of one man. That is so thoroughly un-American, so contrary to American ideals and institutions that it cannot long endure. We shall have the law; but it will not be enforced. It will remain only to bind us, hand and foot,

GET THOSE KIDS

LISTENING AND HUSTLING.

THEY'LL NOT ONLY BUY BUT PUT ON THE GREATEST SELLING DRIVE YOU EVER SAW.

Your PROGRAM must be extraordinary—your MERCHANDISING PLAN must be fool-proof—Your GIVE-AWAYS must be exclusive and original.

This triumvirate plus keen knowledge of child psychology will broadcast your client into a new world of profits.

Every one of our programs receives a "laboratory test" before it goes on the air.

DESIGNED FOR AGES 8 TO 18

Every GIVE-AWAY something which cannot be purchased in any store.

We invite your inquiry. Advertising agencies and station operators write or wire.

Thornton Fisher
ELEVEN YEARS ON THE AIR
Studio
104-12 Continental Avenue
Forest Hills, L. I., New York

SPOT NETWORK INDEPENDENT

RCH

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

so that we can make no move toward accomplishing our objective, which is the complete extermination of every unscrupulous manufacturer of foods and drugs who wantonly exploits the credulity of the people.

"It is not these unscrupulous ones who are alarmed by the possibility of the passage of the Tugwell bill. To them the measure is welcome. It will make their crooked road easier than ever to travel. It will practically eliminate competition with reputable, conscientious manufacturers—the stoutest barrier that now stands between them and the people whose lives and health they would destroy. Hence, huge sums of money would be put into their coffers—and how well do we know the result of that. Our new swaggering Al Capone would be some powerful corrupting illegitimate manufacturer of noxious cancer remedies, diabetic cures and poisonous cosmetics to disfigure the faces and blind the eyes of our women.

"For the habits of a great many people cannot be changed by laws. Self-medication cannot be abruptly stopped by the vote of a Congressional majority. Attempt to put a stop to it that way and we shall find ourselves in the clutches of another form of bootlegging and racketeering. Let us profit by experience. Let us, in this instance, place our main reliance upon public education supplemented by sane, logical, enforceable laws."

His opposition was not well received for it aroused controvery which led to the appointment of a committee to support the bill.

In addition to the Proprietary Association, which has established offices in Washington to conduct a campaign against the Tugwell bill, the Institute of Medicine Manufacturers, representing patent medicine manufacturers, has broadened its activities to combat the measure. William P. Jacobs, its secretary and general manager, who resides at Clinton, S. C., on Nov. 18 announced the appointment of Leon S. LaPorte, of Buffalo, as director of publicity in charge of the New York office of the Institute; located at 551 Fifth Ave.

Mr. LaPorte, a former advertising agency man, will devote all of his attentions to the Tugwell bill. The Institute is supported by more than 100 manufacturers of prepared medicines, Mr. Jacobs said.

The Proprietary Association announced that Nancy Frazer, formerly associated with KMOX, St. Louis, and now in New York, has been designated chairman of the association's radio committee.

On Board of I. R. E.

THROUGH an inadvertancy, the Nov. 15 issue of BROADCASTING erroneously reported the election of John V. L. Hogan, New York inventor and consulting engineer, as a director of the Institute of Radio Engineers in the 1934 slate voted by mail last month. Mr. Hogan's term as a director expires next Jan. 1. The three directors elected were Dr. Alfred N. Goldsmith, New York consulting engineer; Arthur Batcheller, federal radio supervisor for the New York district, and William Wilson, Bell Laboratories, in addition to C. M. Jansky, Jr., as president.

KYW Removal Set

WITH the expiration of the time limit for possible appeals, all obstacles to the removal of KYW, Westinghouse station, from Chicago to Philadelphia, in accordance with the Radio Commission's decision of Oct. 27, have been eliminated. Operating on the 1020 kc. clear channel with 10 kw., the station is authorized to remove to Philadelphia and to install an antenna array designed to eliminate inter-channel interference and to direct the station's signals inland rather than seaward. It is expected that several months will elapse before the station begins operation at its new location.

C. M. Jansky, Jr.

(*Continued from page 21*)

radiotelephone station experiments during 1917 and 1918. He was a member of the board of directors of the American Radio Relay League, amateur association, during the same period.

In 1920, the young educator accepted a call to the University of Minnesota as instructor in electrical engineering in charge of courses in radio engineering. That year the university established the first broadcasting station in the northwest. This station became WLB, still on the air as a non-commercial educational station. He was placed in charge of the station's operation. Later he was elevated to an associate professorship.

When broadcasting began to emerge in 1921, the then Secretary of Commerce, Herbert Hoover, called a conference to work out means of administering the new art. Prof. Jansky was named a member of that conference and of the three succeeding "Hoover conferences."

In 1928 Prof. Jansky took leave of absence from the University of Minnesota to serve as engineering consultant for the petroleum industry, then interested in utilizing radio in geophysical research and for point-to-point communication in the barren wastes of the southwest. Prof. Jansky was largely responsible for working out the allocations which resulted in the setting aside of frequencies for geophysical work in exploring for oil and point-to-point communication.

While still on leave, Prof. Jansky was appointed to the Commission by President Coolidge. After the appointment lapsed, he resigned from the university and entered his consulting practice in Washington, specializing in broadcasting.

Prof. Jansky married Marguerite Sammis, of Madison, Wis., in 1919. They have two children, Curtis Moreau, 10, and Marguerite, 7. He attends the Unitarian Church. His hobby is radio engineering. His chief delight is tinkering away in a workshop in the basement of his home in Chevy Chase, Md., a fashionable suburb of Washington.

Prof. Jansky is a member of the Sigma Xi honorary scientific fraternity, Scabard and Blade, honorary military fraternity, the Masons and the American Institute of Electrical Engineers. He is also a member of the Cosmos Club in Washington. He has been identified with the I. R. E. since 1918, and has been a Fellow, its highest membership rating, since 1928.

KEEPS 'EM AWAKE

Listeners Alert for Alarm Clock Ring on Local Feature

A NOVEL idea is attracting attention to the "Merchants Program", a daily feature over WESG, Elmira, N. Y. At the beginning of the program announcement is made that the studio alarm clock has been set to ring sometime during the program and that the first two persons who phone in their names and addresses to the studios as soon as they hear the jingle will receive complimentary tickets to one of the local theatres.

Outside of the program's announcer and control operator, no one knows just when the alarm is going to ring. The program consists of popular recordings built up with a special continuity following commercial copy. Prompt announcement of the winners' names and addresses over the air chokes off the flood of phone calls.

Fisheries Campaign

EASTERN FISHERIES ASS'N has been formed as a cooperative organization of Atlantic fisheries to conduct a vigorous campaign, starting before the end of this year, in which newspaper copy will be tied up with transcription broadcasts. The tentative plan is to telegraph wholesalers to release certain copy according to the news of the catches of a particular variety of fish, thus creating a demand to meet supply and avoiding gluts of the market. At least $500,000 will be spent, contributed by individual companies into the big advertising pool. Harold F. Turner, editor of Fishing Magazine, is one of the organizers of the campaign.

WNBW Ordered Deleted

WNBW, Carbondale, Pa., was ordered off the air by the Radio Commission Nov. 24 in a decision sustaining the recommendation of Examiner George H. Hill. Simultaneously, the Commission denied an application for involuntary assignment of the license of the 10-watt local, which has operated on 1200 kc., to the Home Cut Glass & China Co., Carbondale.

PLANS of the Railway Express Agency, Chicago, to spend up to $300,000 on advertising starting Dec. 1 contemplate the possible use of radio next year.

RMA Will Promote Television Parley

INFORMAL conferences with the engineering division of the Radio Commission on the allocation of broadcast facilities for television and visual broadcasting will be arranged in the near future by a special television committee of the Radio Manufacturers Association. A similar special committee was designated by the NAB at its last annual convention and probably will collaborate in the discussions.

Several months ago the RMA created a committee of manufacturing executives to appraise the future of television and to chart development along sound conservative lines. At a director's meeting Nov. 8, however, a special committee of engineers was delegated to take up the problem of frequency assignments with the Commission. This committee consists of Walter E. Holland, Philco, chairman; J. A. Chambers, Crosley; Ray H. Manson, Stromberg-Carlson, and Dr. W. R. G. Baker, RCA Victor.

The engineering committee was selected on recommendation of the executive committee on television, which comprises E. T. Cunningham, RCA Victor; Powel Crosley, Crosley; W. Roy McCanne, Stromberg-Carlson, and James M. Skinner, Philco.

The NAB television committee, by special resolution, was delegated the task of determining the technical status of visual radio, the part it is destined to play in commercial radio and whether broadcasters should take charge of television development as the logical visual broadcasters of the future.

New Consulting Service

FRED O. GRIMWOOD, formerly engineer with WFIW, Hopkinsville, Ky., is now offering consulting, constructing, and field engineering service to the broadcast and radio communication industry, specializing in field strength and station location surveys. He has made in recent months complete coverage surveys for stations WGBF, Evansville, Ind.; WMC, Memphis; WNBR, Memphis; KTBS, Shreveport, La, and WBOW, Terre Haute, Ind., besides extensive channel analysis investigation for KSD, St. Louis. He has established an office and laboratory in Evansville, Ind.

9TH U.S. RETAIL MARKET

MINNEAPOLIS KSTP ST. PAUL

25,000 WATTS

DAYTIME POWER

The ONLY High-Powered Broadcaster on MORE THAN ONE-FOURTH of the Radio Dial

World's Tallest Mast

RADIO Budapest, Europe's newest 120 kw. station, begins test operation this month with the completion of its 1,022 foot mast, said to be the tallest in the world. This unusual height was demanded because of the mountain areas to be served. Its frequency is 545 kc., on which it has hitherto operated with 18.5 kw. The new transmitter rates it 120 kw. in the aerial, unmodulated carrier power. Its trellis-work mast, guyed in the middle, is 932 feet high, to which is added a telescope steel pole which can be pushed out 90 feet more.

WILLIAM L. HARMON, 30, of Saxonburg, Pa., engineer of KDKA, was electrocuted Nov. 16 when 3,000 volts passed through his body while setting up equipment for experimental tube testing. A brother of Ralph Harmon, Westinghouse antenna expert, he was considered one of the best technically qualified men at the KDKA transmitter. More than five hours of effort to revive him proved futile.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearney Sts., N. E.
Washington, D. C.

G. H. WINTERMUTE
Frequency Monitoring Service
9420 Jones Mill Road
Telephone WIsconsin 3181
Chevy Chase, Md.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

FRED O. GRIMWOOD
RADIO ENGINEER
Field Strength and Station Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
Boonville Highway near Hercules Ave.
Evansville, Ind.

Food Industries Oppose Tugwell

(Continued from page 5)

posed, have discovered plenty of grounds for objection. They very much dislike the manner in which the whole campaign of propaganda is being conducted by the government. When the government handles the propaganda in such a manner that anyone who opposes the adoption of the bill as it is written, on any reasonable basis, is by implication made out to be a rascal, a food adulterator, or an exploiter of his fellow-man—in such a case the food manufacturer can hardly be blamed if he is exasperated.

The presentation of the whole case to the public is characterized by ambiguity and inference—the very thing the government alleges it seeks to oppose with respect to advertising and branding of foods, drugs or cosmetics. And anyone who stands up for his honest rights in debating the merits of the bill is running the risk of automatically classifying himself as an obstructionist or one who has something to conceal of which he is ashamed.

Food manufacturers who have been consulted are unanimous in their approval of the stated *intent* of the bill, but they are equally unanimous in their opposition to the *procedures* and *details* set forth in this hastily drawn document. When one considers the details of the bill, it develops quite clearly that the drafters omitted one of the most common sense procedures to be utilized in the preparation of regulatory legislation. They failed to confer with the industries to be regulated.

As a result of this failure, there are many absurdities in the bill that are the basis for much of the opposition on the part of the food manufacturers. Most of the rest of the opposition is based on fear itself—the very thing the President stated in his inaugural address was the only thing we needed to fear at the present time. In this instance, fear has aroused a tremendous amount of antagonism, probably more than this bill actually deserves, for despite its many objectionable features it really does contain much that deserves our support.

Impractical Labeling Provision

IN ITS LABELING requirements there are several most impractical provisions, chief of which is the one which requires a statement of the ingredients in a food, drug or cosmetic in order of predominance by weight. In applying this provision to assorted foods, such as biscuits or candies, the container itself may not be large enough to carry all the several lists of ingredients. And by this same provision, the specialty food manufacturer is severely penalized by the requirements for constructive formula disclosure.

Furthermore, economic hardships are brought about by this same section through the necessity of maintaining a very considerable variety of labels for the same product, which will differ only in the arrangement of the list of ingredients, although each one will be correct as far as identity of ingredient is concerned. This necessarily follows because it is customary to substitute one raw material for another, depending upon the relative cost. Thus the vegetable oils in mayonnaise are freely interchangeable in proportions depending upon relative costs. The same principle applies to a great many other food products.

Opens Way to Shysters

IN ANOTHER respect the bill is an open invitation to the ambulance-chasing type of lawyer, and it is easily foreseen that the cost of self-defense against fake damage claims and nuisance suits will be ruinous to many a manufacturer who may be so unfortunate as to run afoul the new law. Not all food and drug law violations are of the malicious type—not by any means. Many a prosecution is based on improper wording of labels, net weight of contents, identity of ingredients, tolerances and the like, which have no bearing on public health whatever. This explanation is not intended to condone such violations, but merely to elucidate their innocuous character.

For these reasons and many others which are far too numerous to elaborate upon here, the inhibitive reactions of the majority of food manufacturers are aroused to a point where they are balking at the whole bill despite its admittedly worthy intent. And when it comes to a consideration of the features which will regulate advertising and promotional literature for foods, the food manufacturer is hardly to be blamed if he reads into the bill many ideas and concepts which the Food and Drug Administration now vehemently disclaims. His fear is based on the fact that the interpretative powers granted to the Secretary of Agriculture are not restricted in any way. Too much of the bill is worded in such a way that the regulations thus created are not to be found in the bill, but will be found later in the minds of the successive Secretaries of Agriculture and the successive enforcement officers to whom certain powers must be delegated.

Some of these fears would, perhaps, never have come to light had not one of the authors of the bill, the Assistant Secretary of Agriculture, Prof. R. G. Tugwell, revealed so much of his own economic philosophy in various publications and public utterances. The world knows that he has visited Russia and has found its institutions acceptable—in fact he seems to be pretty well sold. The world knows that he believes that packaging and advertising constitute economic waste that should be prevented. The manufacturer of foods further faces the fact that under the terms of this bill there are sufficient powers created so that the Tugwell economic philosophy may be imposed on the food industries whether it is necessary or not, to attain the objectives of the bill.

The bill bears ample evidence of extreme haste in its preparation and violates one of the most fundamental principles of the preparation of regulatory legislation. The authors of the bill failed to confer with the industries to be regulated. Hence the bill is full of absurdities and needs complete revision in conference with the affected industries. As far as its food regulations are concerned, it can by no stretch of the imagination be classified as emergency legislation. There is no occasion for the haste exhibited except that certain members of the Administration in Washington hoped to put one over in a hurry.

The best that may be said for the Copeland-Tugwell bill, as far as its food regulatory provisions are concerned, is that it has a worthy objective but that the drafting is faulty. The worst that has been said up to now is that it grants too drastic powers and requires a great many impracticable and unworkable compliances for even an honest manufacturer to keep out of jail.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

WANTED—One program director and two announcers who either because of Canadian birth or Canadian naturalization can be employed in Canada. Only those with experience need apply and prefer those who have had good musical as well as college education. Box 141 BROADCASTING.

Situations Wanted

What radio station needs a man with seven years radio experience in New York City? Executive, production, continuity, publicity, promotion, sales, announcing. Nominal salary; locate anywhere. Details, photo, etc. on request. References available. Box 138 BROADCASTING.

I am single, age 24, high and wireless school graduate, first class phone and telegraph operator. Two years with WRVA. At present servicing radios. Please write Bernard Lawrence Rosenberg, Danville, Va.

Broadcast Technician—Licensed with seven years experience including operating, drafting, construction, installation. C.R.E.I. graduate. Associate member I.R.E. Age 26. Box 134, BROADCASTING.

Station Representative

ATTENTION: Stations interested in securing national or sectional representatives in midwest. Established sectional representatives with offices in Chicago and Milwaukee available for this representation. Only "going" stations, willing to cooperate, need communicate. Box 139, BROADCASTING.

Wanted to Buy

Wanted to buy—Midwest broadcaster wants standard manufactured transmitter, 250-500 watt rating. Used but must be fairly new. Good condition. Will pay cash but price must be right. Send lowest price, complete technical description, location, etc. Box 137, BROADCASTING.

For Sale

For Sale—60% of stock in radio station doing good business in city having a shopping population of over two hundred thousand. Full time station. 250 watts day, 100 watts night. Post Office Box 276, Cumberland, Md.

100-watt station, southwest. Located 30 miles from $18,000,000 government project now building. 2,000 to 7,000 employed next three years. Owner has other interests. Sell half interest or all cheap for cash. Box 140, BROADCASTING.

Broadcast Equipment

2—200' Heavy Duty Millikan Steel Antenna Towers with Vertical and Horizontal Cage Antennas.
1—400 volt Exide Storage Battery.
1—Westinghouse Filament Filter Reactor. 50 amp.
Address Box 133, BROADCASTING

Interested in a field strength survey? Jenkins & Adair, Inc., will make it for you. Send for schedule. 3333 Belmont Ave., Chicago.

These letters are typical

of scores of letters which WORLD has received in praise of the new Wide Range Vertical recording

Mr. Dunn writes as one of the listening audience who tuned in on a program via the new Wide Range Vertical Recording broadcast over Station WOR on October 14th. The same program resulted in an unusual response from other listeners, equally enthusiastic.

Mr. Soule is the vice president of radio station WFBL. His comment expresses the opinion of radio experts who have heard this latest method of broadcasting.

GANO DUNN
43 EXCHANGE PLACE
NEW YORK

Monday,
October 16, 1933.

World Broadcasting System,
50 West 57th Street,
New York.

Dear Sirs:

This is the first "fan" letter I have ever written but I owe it to you for the remarkable demonstration from W O R you made Saturday night of the capacity of vertical transcription to record and reproduce brilliant and beautiful details of instrumental and vocal music beyond what I have ever heard before over the radio.

Yours truly,
Gano Dunn

G.

ONONDAGA RADIO BROADCASTING CORPORATION
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM
OFFICE AND STUDIOS, ONONDAGA HOTEL
SYRACUSE, NEW YORK

November 1 1933

World Broadcasting System, Inc.
50 West 57th Street
New York, New York

Gentlemen:

Various members of our organization spent most of yesterday listening to the Wide Range recordings which we received yesterday morning. It would be difficult to describe the enthusiasm over these. In fact our biggest problem now is to keep our sales force from planning programs with them.

Very truly yours,
Vice President

RS/vp

New Program Service by WORLD... Big Opportunities for increasing Station Income

STATION MANAGER!—Write for the facts about the new WORLD PROGRAM SERVICE supplied daily using Wide Range Vertical Recording. Greatest radio talent. Every type of music. Popular up-to-the-minute hits from Broadway and Hollywood. Ideal for local and sectional sponsorship. The newest thing in radio . . . ASK FOR THE FACTS . . . NO OBLIGATION IN THAT.

Wide range vertical recording

WORLD
BROADCASTING SYSTEM
INC.
50 WEST 57TH STREET, NEW YORK, N. Y.

Offices and Recording Studios at
400 West Madison Street, Chicago, Illinois
1040 North Las Palmas Avenue, Hollywood, California

Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensee